



CEPPS/NDI Quarterly Report: April 1 to June 30, 2005

INDONESIA: IMPROVING LEGISLATIVE CAPACITY AND CONSOLIDATING DEMOCRATIC GAINS (05944)

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I. SUMMARY

The National Democratic Institute for International Affairs (NDI), in partnership with the International Republican Institute (IRI) and the International Foundation for Election Systems (IFES) under the Consortium for Elections and Political Process Strengthening (CEPPS), is conducting a series of programs to support the consolidation of democracy in Indonesia in the wake of the country's landmark legislative and presidential elections last year.

Indonesia's first-ever direct presidential elections signaled the culmination of a series of constitutional amendments that were intended to balance the powers of a president with a popular mandate with those of an independent and effective legislative branch. A new House of Regional Representatives (DPD) has joined the existing House of Representatives (DPR) to create a bi-cameral system. In addition, direct elections of mayors and governors will result in a separation of powers at the regional level.

In this context, effective legislative bodies at the national, provincial and local levels are critical to the continued success of democratic and economic reforms. The Institute's programs are working to strengthen legislatures at all three levels. Along with its partners the Indonesian Parliamentary Center and the Indonesian Women's Political Caucus (KPPI), the institute is working through the legislative caucuses of political parties, commissions and the leadership of the DPR to help the institution fulfill its promise as an effective counterbalance to the executive branch of government. At the regional level, the institute is working through the All Indonesia Association of Regency Legislatures (ADKASI) and All Indonesia Association of City Legislatures (ADEKSI) as well as the Indonesian Parliamentary Center to help members of legislatures reach out to constituents and work together to deliver good governance.

II. BACKGROUND

A. Political Context

This quarter has seen political activity in Indonesia focus on four basic areas: the continuing efforts to re-build the earthquake and tsunami affected provinces of Aceh and North Sumatra; the president's efforts to improve Indonesia's relationship with important strategic and trading partners; the fight against corruption and; the initial round of direct elections for the heads of provincial and local governments.

Reconstruction

The Government of Indonesia declared the emergency phase of relief efforts in the province of Aceh to be over on March 26th but the most challenging work remains. While there existed a broad consensus on how to proceed with saving lives in the immediate aftermath of the earthquakes and tsunamis of December 26th, 2004, building the same consensus on how to re-build the infrastructure and the communities that sustain those lives is a great deal more difficult. Finding common ground between the various agencies of three different levels of government as well as the United Nations, the World Bank, dozens of donor countries and hundreds of international and private donor agencies has taken time.

The time consumed by this extensive coordination effort has led to a fair amount of frustration in communities hard hit by the disaster. Still grateful for the life-saving assistance provided to them, living in a tent and eating donated food gets old quickly and many citizens simply want to re-build their lives as quickly as possible. They are aware of the billions of dollars that have been made available for the reconstruction of Aceh and North Sumatra and want to see the money put to work. Unfortunately, reconstruction requires planning and preparation. Indonesia is still a highly centralized country in many ways and building the capacity for local control of reconstruction will take time. The good news is that key decision makers have been convinced of the need to include local governments in the planning process.

The Aceh Reconstruction Agency (BPR) has been created by the Indonesian government to lead the reconstruction effort and is headed by a man widely believed to be both competent and clean. The BPR will coordinate efforts of donor agencies that are directly implementing projects on the ground as well as funding that will go through the Indonesian government's budget. Money has now been disbursed to the agency from a number of donors and some projects are to begin shortly.

Charm Offensive

President Susilo Bambang Yudhoyono (SBY) has recently traveled to Australia, the United States and Japan in an effort to assure Indonesia's biggest trade and strategic partners that his administration is serious about tackling the country's serious economic and security issues. His speeches in all three capitals touched on similar themes – removal of trade barriers, ending corruption and getting tough on terrorists while respecting human rights. It is a tall order but he is persuasive and seems to have better instincts than his predecessor when it comes to international relations as well as domestic politics. While he faces many skeptics, particularly in the U.S. and Australia, he understands that it is the relationships that he builds now that will buy

him the time he needs to implement much-needed reforms without destroying his political base. Thus far, most in the international community seem to be giving him the benefit of the doubt, although he will need to demonstrate that progress has been made on key issues before long.

Cleaning House

The electorate was very clear last year that they wanted their new government to take corruption seriously and there are some encouraging signs on that front. The notorious governor of Aceh, Abdullah Puteh, is on trial for graft over the purchase of a Russian-built helicopter for the provincial government. His arrest, which came just before the tsunami hit his province, was taken by some as a sign that impunity for senior officials was coming to an end.

Perhaps more distressing for many was the arrest of two members of the National Election Commission (KPU) and a number of senior staff on corruption charges. One of the members, Mulyana Kusuma, a former civil society activist was arrested in a classic sting operation while allegedly trying to bribe an official of the National Audit Agency (BPK) so that he would look the other way in regards to some irregularities in the Commission's books. Some weeks later, the KPU's chair, Nazarudin Syamsuddin was taken into custody, where he remains. While stories had been circulating for some time about corruption at the KPU, the investigation has implied wrongdoing that is far wider than at first assumed. While elated that someone senior is being called to account for their actions, many observers are disappointed that the KPU members could have been involved in such corruption, particularly after they had done what was acknowledged to be a superior job in managing last year's elections. Fortunately, due to the fact that the elections were observed by many international and domestic organizations, the results of the elections have not been called into question. The Quick Counts conducted by LP3ES, with assistance from NDI, serve to verify that the results of the elections were as announced by the KPU.

It has been widely acknowledged for years that there was a great deal of corruption in Indonesia's Hajj. The world's largest Islamic majority country, Indonesia sends an enormous number of pilgrims to Mecca every year and the government manages a large fund to support them. A former minister of religion is being held on corruption charges related to the fund and two other former ministers are being questioned for irregularities in the fund's management. Vice-president Jusuf Kalla was forced to deny that he was involved in any wrongdoing after it was pointed out that he had traveled to Mecca as the leader of Indonesia's pilgrims when he was Coordinating Minister for Social Affairs. He said that he was asked by the president to lead the effort as part of his official duties and that he didn't ask where the money came from.

Many are giving SBY himself plaudits for setting a tone on the issue of corruption that may lead to real progress. Still, most Indonesians face corruption on a daily basis in the quest for basic government services. Informal "fees" contribute to Indonesia's bottom rung ranking in South East Asia when it comes to primary school enrollment. Many parents simply cannot afford to send all of their children to school, a reality that has a disproportionate effect on girls. Until some of the day-to-day corrupt practices are stopped, citizens will continue to be unimpressed with the administration's efforts on this issue.

Party Conventions and Fallout

Partai Demokrat (PD)

This quarter, Partai Demokrat, the party of SBY, held its convention in Denpasar, Bali in late May. At that event, despite hotly-contested standing orders and status issues, President Susilo Bambang Yudhoyono's brother-in-law, Hadi Utomo was elected the new party leader. Two years after being formed and rising to power under the leadership of Yudhoyono, the party still reels from a lack of organization and money.

Partai Keadilan Sejahtera (PKS)

Partai Keadilan Sejahtera held a leadership contest with its *Majelis Syuro* selecting Tifatul Sembiring at its May 30 gathering. The body of 50 representatives – the elected branch leaders plus an additional set of appointed “experts” – chose the West Sumatran in part because of his record of achievement leading that province. Reportedly, the province grew dramatically in terms of membership, branches and voter support, under his leadership.

Partai Bintang Reformasi (PBR)

PBR held its convention in late April, declaring Zainuddin M.Z. as party leader, although his nomination was opposed by some disgruntled secondary leaders. A month after their convention, PBR's vice-president sought NDI's advice on how to address post-convention party building. In a two-hour session with three PBR leaders, NDI encouraged PBR to approach the season of direct elections strategically as an opportunity to train members, link various branches in support of targeted PBR candidates and fundraise for core support. NDI offered to follow-up their national gathering of branch leaders with another session, if required. At that gathering, NDI encouraged PBR to map out a long-term plan but also listen to branch leaders in developing that plan to engage both members and citizens.

Partai Kebangkitan Bangsa (PKB)

During this quarter the conflict inside PKB has continued to escalate, with recent tension centering around whether or not their spring convention was valid. The camp around Alwi Shihab and Syaifullah Yusuf insists that the Semarang convention this spring was invalid because they were not included in it. They were not included by the leadership under Muhaimin Iskandar because Shihab and Yusuf were dismissed from their party posts by Gus Dur, party leader, for holding both ministerial positions and party leadership positions. Shihab and Yusuf maintain that Gus Dur does not have the right to bar them from party posts that they received from the membership through the Yogyakarta Convention. The case is currently before the courts and should be resolved within the next few months. Meanwhile, each element of PKB – including the women's wing and party faction in the DPR – are split to the party's long-term detriment.

Convention tracking will continue.

Candidate Handbook for Direct Elections

In mid-June NDI distributed a *Candidate Handbook* (See **Appendices 1 and 2**) – a modified version of that developed for the April 2004 elections – to all major political parties and to registered candidates. The Handbook highlights strategic planning for the election and encourages direct voter contact - talking about issues that affect voters' lives - as a primary vote-getting tool. We will continue to mail the Handbook out to each candidate as they declare or are registered to contest throughout this election cycle. To date, NDI has distributed 42 handbooks. (See **Appendix 3 for the *Candidate Handbook* in Indonesian**).

Direct Election Campaigning

In these elections, there was a variety of campaigning, including examples of increased direct voter contact. High level party leaders such as Jusuf Kalla, Agung Laksono, Megawati Soekarnoputri, Zainuddin M.Z. and Hidayat Nurwahid weighed in to support candidates. While too many candidates continue to rely on hand-outs in attempts to curry favor with voters, the NDI-supported Voter Attitude Survey in Kutai, East Kalimantan, reported that the greatest number of respondents said “meeting the candidate” influenced their vote. Unfortunately, receiving *sembako* or basic goods was reportedly the second highest factor reported, although significantly below that of direct contact. (See **Appendix 4, Press Release on Voter Attitude Survey in Kutai, East Kalimantan**)

Direct Elections

Last year saw the first direct election of an Indonesian president and this year will see more than two hundred of his regional counterparts elected directly by the citizens of their communities. June was a big month for elections as a moratorium on filing these positions imposed a year and a half ago ended on the first of the month. The season started slowly on the first of June with the election of the regent (Bupati) of Kutai Kartanegara in East Kalimantan and ended with a bang as more than one hundred mandates were filled in the last week. More than eighty elections were held on the 27th of June alone.

While the popular regent of Kutai Kartanegara (Kukar) was easily re-elected, the incumbent governor of North Sulawesi was defeated handily by an electorate that wanted a competent and honest individual to fill the seat (see **Appendices 5 and 6, Press Release on Voter Attitude Survey in Kukar**) Both men had been accused of corruption but Syaukani, the regent of Kukar won voters over with free education for primary school students and provided large block grants to villages for local development. Many observers dispute the extent to which Syaukani has effectively used the ample financial resources available to him in this resource-rich regency in East Kalimantan but he has, to his credit, least attempted to address a number of issues that are important to voters.

In Surabaya, Indonesia's second largest city, the incumbent mayor won as predicted by many. Issues important to voters in the city included land title issues and the usual basket of economic issues. It was interesting that in both North Sulawesi and Surabaya, former president Megawati Sukarnoputri's Indonesian Democratic Party of Struggle (PDI-P) beat out other

challengers. In both cases, PDI-P held on to its base vote from last year's elections while the Golkar party of Vice-President Kalla split to a number of candidates. Megawati had been to both places to campaign on behalf of her candidates, indicating a higher level of interest in the party's fortunes than many would have predicted.

According to NDI's partner organizations in all three locations, the elections were relatively clean and competently run. There was little observed intimidation, insignificant levels of violence and orderly voting. In these elections, variety of campaigning techniques were used, including some examples of increased direct voter contact. High level party leaders such as Jusuf Kalla, Agung Laksono, Megawati Soekarnoputri, Zainuddin M.Z. and Hidayat Nurwahid were seen weighing in to support candidates. While too many candidates continue to rely on hand-outs in an attempt to curry favor with voters, the NDI-supported Voter Attitude Survey (VAS) in Kukar reported that the greatest number of respondents said "meeting the candidate" influenced their vote. Unfortunately, receiving *sembako* or basic goods was reportedly the second highest factor reported, although significantly below that of direct contact.

Another issue was voter turn-out. North Sulawesi had the highest observed turn-out at 78 percent while Kukar drew 74 percent of voters. The relatively high turnout in North Sulawesi could have something to do with the hard-fought race that defeated an incumbent which often has the effect of increasing turn-out. In Surabaya, the observed turnout of 53 percent was the lowest of any regional election to-date – disappointing to many Indonesian observers but still much higher than the average turnout in North American local elections. While theories abound as to why relatively few voters turned out on election day, two factors dominate: the fact that the incumbent won handily seems to indicate a lack of passion for change in the electorate and; perhaps democracy is becoming normal in Indonesia and, therefore, less interesting for voters with busy lives.

B. Program Objectives

To support the development of transparent, accountable and productive national and regional legislative bodies, the program has the following objectives:

Objective One: Strengthening Party Coalitions for Selected Democratic Reforms within the DPR:

- Support DPR party blocs and legislators in enhancing their constituency outreach efforts, so that legislation and policy positions within the DPR incorporate citizen input.
- Assist DPR party blocs and legislators, in-house researchers and select civil society organizations – such as advocacy NGOs, think tanks and universities – to improve the DPR's capabilities regarding legislative drafting and analysis.
- Support the efforts of the DPR legislation committee and party blocs to build stronger interparty coalitions and smoother executive-legislative relations, as well as provide advice and assistance as the DPR defines its relationship with the DPD.

Objective Two: Enhancing Parties' Representative/Legislative Functions within DPRDs Through a Pilot Support Program in Year One that will be Expanded in Year Two

- Increase the capacity of national associations of local legislatures to provide services to member legislatures.
- Support party blocs and legislators in select provincial and district DPRDs in Papua, Central Java and West Java in enhancing their constituency outreach efforts, so that legislation and policy positions within the DPRDs incorporate citizen input.

III. PROGRAM ACTIVITIES

This quarter, the Institute began post-election programming in earnest with research and other activities. This built on the work completed under the last CEPPS agreement while preparing for the next two years under the current agreement. The effort included intensive consultation with partner organizations and preparation of a detailed work plan.

National Legislative Strengthening

Civic Info Fair on Earthquake and Tsunami Relief in the DPR

During this quarter, NDI organized a Civic Info Fair entitled “*Working Together for Aceh and Nias*” from May 16 to 18 at the House of Representatives (DPR) complex. The event was designed to assist the DPR Tsunami Monitoring Committee to connect with civil society organizations that have been active in the humanitarian relief and rebuilding efforts in Aceh and Nias. The primary objectives of this event were to build a better understanding of the efforts of relief workers and to provide concrete information that is valuable in the monitoring process of reconstruction and rehabilitation efforts. Over 90 organizations participated to highlight the work that they have undertaken in the relief effort and to discuss a wide array of policy challenges that have emerged since the tragedy.

Focused discussions were held throughout the two and a half day event to delve further into diverse issues, including the need for an national emergency response framework, legislative or policy changes needed to address land use, education and health delivery. NDI assisted participating groups to contact DPR members to invite them to participate in these discussions and encouraged them to target the participation of members from relevant DPR commissions. NDI provided a database to each participating organization as well as information on effective lobbying strategies and encouraged groups to maintain contact in the future.

To keep costs to a reasonable level, NDI recruited 51 volunteers from Walhi, Yappika, UNICEF, as well as the Institute's own roster of volunteers to assist in the planning and execution of the event. In addition, NDI was able to generate in-kind contributions and donations that reached almost Rp. 70 million (USD\$ 7,526). These funds were largely spent on air tickets to fly Aceh based participants to the event. Most of the participating organizations

had never had direct contact with DPR members and many did not know the existence of DPR Tsunami Monitoring Committee.

Approximately 4,022 individuals participated in the event three day fair, including 409 legislators, 763 DPR staff, and 2850 members of the public. The Indonesian Democratic Party of Struggle (PDI-P) and the Golkar party had the most members in attendance.

Building the Skills of the Staff of DPR Members

During the legislative recess in April, NDI organized a series of media and communication skills training workshops for personal and fraction assistants representing The Prosperous Justice Party (PKS), the Democrat Party (PD), Golkar, The Indonesian Democratic Party of Struggle (PDI-P) and the National Mandate Party (PAN). In keeping with NDI's commitment to seek the contribution of fractions to partner on the delivery of programs, these trainings took place in the each fraction's meeting room, resulting in substantial cost savings.

In addition to direct negotiations with the individual fractions, NDI also worked to organize these trainings through the Personal Assistant Communication Forum of the DPR, an organization representing the personal staff of DPR members. The Forum has proven to be a very energetic and positive group of individuals who are very interested in seeking other skills building opportunities. NDI is exploring other topics of interest and intends to hold additional trainings for the next quarter.

The following is the coverage of the NDI organized training program at each fraction:

Fraction Name	Total Participants	Training Date
PKS	42 participants (incl. 3 expert staff and 39 personal assistants)	April 4 to 5, 2005
PD	31 participants	April 6, 2005
Golkar	44 participants	April 18 to 19, 2005
PDIP	63 participants (incl. 3 fraction staff and 60 personal assistants)	April 20 to 21, 2005
PAN	31 participants (incl. 7 expert staff, 3 fraction staff and 21 personal assistants)	April 29, 2005

During the training, participants were asked to analyze the types of negative coverage that politicians usually receive in a wide variety of media and to examine how a proactive media strategy could help in countering this. Most agreed that too much attention is given to internal party disputes or controversies and that very few legislators attempt to highlight issues of practical concern to average citizens. Participants also explored the theory of political communication, learned to develop simple, clear messages and learned to write press releases. Participants were exposed to the role of the party and party caucus in helping to develop organized and targeted communications materials to assist members and staff to promote key messages to help attract public support and exert influence in the legislative and policy process. In addition, sessions were held to identify common needs among assistants to be addressed in follow-up trainings.

Since the trainings, discussions with participants have indicated that several have drafted press releases to highlight issues raised during their legislators' visits to their constituencies. Others attempted to highlight meetings their bosses have had on topical issues. Many participants acknowledged that their perception has changed on the value of the media as a communications tool for legislators. During and after the trainings some assistants expressed frustration that they are not entrusted to undertake research or media assignments by their employers, who prefer that they undertake more administrative tasks. To counter this, NDI communicated the results of the trainings to each member of the DPR and encouraged them to task their assistants with preparing media communications materials.

Continued Engagement with Public Relations Bureau

NDI continued its ongoing relationship with the DPR Public Relations Bureau (HUMAS) and used the opportunity provided by the Civic Info Fair to undertake a consultation on media strategy with the head of the Public Relations Bureau and the head of the Bureau of Press Relations. NDI staff consulted with these individuals regarding the need to prepare clear and simple messages as part of an effort to generate positive media coverage of the Civic Info Fair. A presentation was provided on how to construct messages, how to target the appropriate media and how to stay on message. As a result of this training, HUMAS has asked NDI to undertake a larger training for all staff of the public relations bureau in the next quarter.

Assistance to DPR Legislation Body (BALEG)

Chairman of the Legislation Body (BALEG) Muhammad AS Hikam requested the assistance of NDI to review the inventory of problems (Daftar Inventaris Masalah (DIM)) produced by the DPR fractions regarding changes in the Standing Orders. NDI is now undertaking a review of the DIM in order to provide feedback and comparative resource materials to assist BALEG staff members examine the prospects for incorporating suggested changes. NDI is also providing international comparative examples of Standing Orders to DPR members and fraction staff on a request basis.

During this quarter, NDI updated its unofficial English translation of the DPR Standing Orders to reflect changes made at the outset of the new session of the DPR. NDI will provide this updated translation to the DPR and to others interested in the institution.

NDI also provided assistance to BALEG in preparing for the upcoming study mission to the US Congress. NDI provided briefing sessions with past NDI study mission participants, as well as distributed relevant materials on legislation BALEG is current working on.

Fact Sheets and Mailings on Skills Building for Legislators

As a part of its effort to provide the legislature, its members and staff with practical skills materials and policy papers, NDI has sent reference materials and articles on negotiation skills, media relations as well as the important role that political parties play in a democracy to DPR members. The materials were well-received and generated many positive letters of thanks from

members along with requests for more materials. In particular, many members expressed an interest in undertaking training on effective negotiation techniques.

Informal Survey of DPR Members and their Attitudes Towards Service Provision at the DPR

During this quarter, NDI completed and analyzed an informal survey of DPR and DPD members to gauge their views on a number of topics related to the legislature and their ability to do their jobs in a professional manner.

Highlights of the survey results include:

- An overwhelming number of members (75 percent) indicated that they did not feel they received enough information to make the difficult decisions that they face every day. Although the DPR has a non-partisan research bureau, Pusat Pengkajian dan Pelayanan Informasi (P3I), with many qualified researchers available to assist members, 80 percent indicated that they have not used their services. Surprisingly, 63 percent of members are not aware of the existence of the P3I. This can be viewed as an opportunity by the research bureau to reach out to members and both inform them of the services available, but also to ask them what types of research support they would like.
- Members of the DPR currently have one personal staff member that assists them in their offices. The survey indicates that a large majority of members (69 percent) feel that this is insufficient to help them deal with the workload of their commission assignments and other representative functions. The same number feels the current staffing structure does not adequately match their work requirements. Interestingly, when asked what type of staff they most needed, the survey indicates that 67 percent of members value the input of political staff over administrative staff (31 percent), underscoring the important role that political parties are playing in Indonesia's democratic transition.
- In a strong show of support for openness and transparency, 85 percent of members indicate that the public has a right to know all the details of the operating budget of the legislature's two chambers. They understand that the public is very critical of all government spending and they demonstrate an understanding of the need to lead by example.
- DPR and DPD Members want more control over the amount and details of the operating budget, with 86 percent saying the DPR/DPD should set priorities and only 7 percent agreeing that this should be the responsibility of the executive. This demonstrates a desire among legislators to implement the new, clearer separation of powers enshrined in Indonesia's constitution. They understand that in order to be effective in their oversight of the Executive, they need to be less dependent on them for financial resources.

The survey was designed to identify trends among members of the DPR and DPD and was not designed to be a statistically valid data sample. However, the results do demonstrate that legislators are acutely aware of some of the development challenges facing the DPR/DPD and they are very interested in positive changes that can help Indonesia's national legislature to

perform better and gain the public's trust. The results send a strong signal to the political and administrative leadership of both houses that incorporating the views of members are crucial if they wish to enact changes aimed at assisting the institution and its members to become more productive and effective.

Research Reports on Comprehensive DPR Reform

During this quarter, NDI undertook a research project to examine three key issues related to reform of the Indonesian House of Representatives (Dewan Perwakilan Rakyat (DPR)). The purpose of this research was to help highlight a cross section of views of DPR members from all fractions for the political and professional leadership of the DPR to consider when undertaking changes in the structure and procedures in the legislature. The research was done in cooperation with the United Nations Development Programme (UNDP).

The research papers focus on key challenges related to the DPR operating budget, support staff, and selected issues related to the DPR Standing Orders. In producing the reports, NDI undertook in-depth discussions with legislators and DPR staff concerning these key issues of DPR reform. The papers analyze these challenges where they occur, and examines their impact on the work of the members and the institution. The papers provide some international comparisons to contribute to the discourse on options for the DPR on possible ways to overcome the problems. Finally, suggestions are made on how to overcome impediments and implement DPR reform in the respective areas. It is hoped that the papers will encourage a wider discussion of institutional development challenges as prioritized by legislators themselves.

It is hoped that this research project will lead to a greater understanding of the underpinnings of democratic government institutions and that it will support house members and house staff in their efforts to lead new initiatives for a comprehensive reform process within the DPR, building a modern, effective, and efficient legislature. The reports were designed to be useful to the Secretariat General, the House Leadership, individual DPR members and members of the public who want improvements in the legislature.

Also in this quarter, NDI developed an action plan to undertake discussions concerning the results of the research with the Speaker, the Secretary General and other key decision-makers in the DPR. NDI will share the results of this research with external audiences such as domestic and international organizations, academics and others interested in DPR reform. The consultations on the report are expected to take place between July and September.

NOTE: While the above reports were compiled with funding from the UNDP, we have included an outline here as an example of the kind of activities the institute plans to leverage with the core USAID-funded program.

Indonesian Parliamentary Center

A series of working meetings with the newly established Indonesian Parliamentary Center (IPC) were conducted in this quarter. Both parties have been developing a memorandum

of understanding to regulate NDI's supportive relationship but also to chart a course for the long-term sustainability of the Center.

NDI has agreed to provide technical assistance to the Indonesian Parliamentary Center in the design and delivery of a youth parliament program (YPP) for university students followed by an internship program for the DPR and selected DPRD's. The IPC secured funding for this program through the Partnership for Governance Reform. The plan is to include the best participants in the YPP in internship programs that NDI will use to support the work of fractions in the DPR.

In addition, the IPC will be a key partner of NDI in facilitating discussion about legislative institutional reform among DPR members and the policy and research communities. Members of the IPC also have begun to participate in trainings and discussions organized by NDI in the DPR. NDI also assisted IPC's participation in governance events held by the World Bank and UNDP.

Regional Legislative Strengthening Program

Local governments of Indonesia are now facing new phase of democracy at the local level with the advent of the direct election of mayors, regents and governors. These direct elections provide added incentives for local legislatures to be more effective in performing their roles and functions as they will now interact with a chief executive who has a direct mandate from citizens. It will become increasingly important for local legislators to enhance their understanding and skills in connecting with people they represent.

The associations of local legislatures, ADEKSI and ADKASI, will also have to work harder as a result of these important changes to provide meaningful services to their members. NDI continues to support both associations to increase their capacity to provide services to member legislatures, and to increase members' capacity in constituency outreach so that their work incorporates citizen input.

In this reporting period, NDI prepared a work plan, budget and MOU with ADEKSI and ADKASI. The work plan covers pilot trainings in constituency outreach, media relations and coalition building partnering with ADEKSI, ADKASI and party branches at the provincial level. NDI will also continue to support and give technical assistance to the associations in targeted advocacy, developing capacity/skill for members, developing effective communication and information services, developing training modules and training management, staff development and organizational development including how to enhance client based membership. It is expected that in the next two years, the associations will demonstrate their effectiveness in representing their members and providing adequate information and capacity building services to members.

NDI has also introduced the concept of volunteer recruitment and management to the associations as a solution to their financial constraints, but also to demonstrate to them the value of volunteers to national organizations. NDI will develop a workshop to help the associations recruit and manage volunteers effectively for tasks such as data entry, simple research, desktop

publishing, and assistance at meetings and seminars. NDI will encourage its volunteers to share their time and talents with the associations in upcoming projects.

In addition to finalizing the work plan and formal documents, the NDI continued to assist ADKASI and ADEKSI in improving their internal structures. Additionally NDI worked with the associations to design and deliver their capacity building programs for member legislatures as follows:

Assistance for ADKASI

As part of NDI commitment to support development of local women legislators programs, NDI continued to provide assistance and guidance to ADKASI's Women Section.

The Institute assisted ADKASI in designing and delivering a workshop entitled "Becoming Effective Women Legislators" for women members of ADKASI. Ms. Olene Walker, former governor of Utah who was visiting Indonesia on a State Department program, spoke to the group. They also heard from DPR legislators Khofifa Indar Parawansa, Eva Sundari and Noviantika Nasution regarding the need to work harder to demonstrate a commitment to their job and to maintain and expand their positions in a political environment that does not always welcome women's contributions. Participants were told that one way to be effective is to acquire a strategic position and/or strategic contacts in their political parties, legislative commissions, fractions and the budget committee. In addition to discussions, short seminars were held on group dynamics, time management and networking. For further capacity building needs, participants asked ADKASI to deliver further trainings on budgeting, legislation, public speaking and how to communicate effectively with the media. NDI has been asked to be involved in the design and delivery of these follow up trainings.

Based on the valuable contribution and good performance of ADKASI's women's program officer, NDI extended its support to the group for four months. During this extension, NDI provided technical assistance to assist ADKASI to broaden its funding base through the development of a program proposal to the UNDP and helped to design resource materials targeted for women councilors and for inclusion of a gender perspective in local legislatures. ADKASI has successfully received funding from UNDP for part of its work plan on capacity building for women councilors.

In order to help both ADEKSI and ADKASI to communicate more effectively with their member councils and individual councilors, NDI supported efforts to develop and update a comprehensive membership database for each association. Starting from developing database for women councilors, ADKASI has expanded its efforts to complete a database covering all members of DPRD Kabupaten. With NDI's assistance, ADKASI has been searching for the necessary information to complete its database, and has so far received a positive response from many DPRD Secretariats. NDI provided technical assistance on the design of a new Outlook-based database for ADKASI to help improve communications with their clients.

Responding to a request from ADKASI, NDI was involved in a series of discussions to help design and prepare their National Conference (Munas), expected in July. NDI suggested

that ADKASI use this national gathering as an opportunity to increase the payment of subscription fees by highlighting its past work and to demonstrate its relevance in helping to increase the effectiveness of local councilors and their councils. NDI also suggested ADKASI prepare a small information fair during Munas sessions for international and local institutions involved in capacity building efforts such as UNDP, USAID's Local Government Assistance Program (LGSP), Democratic Reform Strengthening Program (DRSP), the Asia Foundation (TAF), the Center for Study of Law and Policy (PSHK), NDI and others. NDI also proposed to conduct an optional skills training on effective decision making and public speaking for interested members.

NDI assisted ADKASI design a workshop on reconstruction and rebuilding efforts in Aceh and North Sumatra for DPRD Kabupaten in Aceh and Nias Island. The workshop expected to lead to an action plan for longer-term capacity building to improve the skill of legislators in tsunami-affected areas. The Australian Indonesian Partnership for Reconstruction and Development (AIPRD) has expressed an interest in supporting the workshop.

NDI helped ADKASI to prepare its participation in the NDI-DPR Civic Info Fair "Together for Aceh and Nias". During the fair, representatives of ADKASI shared the results of its assessment program in six DPRD Kabupaten in Nangroe Aceh Darussalam.

Assistance for ADEKSI

ADEKSI has requested that NDI provide assistance in how to develop more targeted and effective advocacy programs. Responding to this request, NDI will provide a three-way cooperation with ADEKSI and the Dutch Association of Local Governments (VNG) to support the hiring and orientation of an advocacy officer. ADEKSI also requested NDI to participate in the recruitment of the advocacy officer and to help facilitate a workshop aimed at developing effective and strategic advocacy campaigns.

ADEKSI actively participated in the NDI-DPR Civic Info Fair. ADEKSI had its own booth, displayed and distributed information about the association to DPR members and other participants and also highlighted its recent programs for Aceh and Nias aimed at helping the recovery and rehabilitation of local legislators.

Responding to a request from an ADEKSI member in Jayapura (Papua) for comparative information on prevention of HIV/AIDS issue, NDI sent comparative materials such as Handbook of Local Government Responses to HIV/AIDS, research results from UNAIDS and UNDP and a collection of articles about the issue in other regions. Additionally, the member requested NDI's assistance with information on other specific local issues such as waste disposal and environmental issues.

Program Development and Piloting in Papua

Using separate funding from USAID's Bird's Head GDA program, NDI, ADKASI and ADEKSI designed and conducted a two-day follow up workshop of Bird's Head orientation training for DPRD members called "Being an Effective Legislator: Practical Ways to Contribute

to a Better Community”. This follow up workshop will be adapted into a module for future training delivered in cooperation with ADEKSI, ADKASI and NDI. The workshop focused on good decision-making, the importance of public participation (constituency outreach), effective public meeting and effective questioning. The second day of the training involved two different types of public meetings. One involved a focused discussion with a local environmental NGO on dangerous fish harvesting practices and another meeting was an open forum where legislators engaged in a discussion on community priorities that needed the attention of government.

Women’s Political Participation

Support for Asia Development Bank Country Gender Assessment

NDI provided on-going support and feedback to the Asia Development Bank (ADB) as it developed its Indonesia Country Gender Assessment (CGA). Having written the bulk of the chapter on political leadership in November 2003 (reported under the last CEPPS grant), the consultation process continued during this quarter. Despite repeated problems within ADB in dealing with consultants writing the CGA, NDI has continued to offer support and feedback as able. NDI will engage in the final public consultation process when a date is finally set.

DPD member support

NDI continues to be approached and responds positively to requests from top Jakarta vote-getter, MPR deputy speaker and DPD member, Mooryati Soedibyo. During April, NDI participated in one strategic meeting and one networking session as the only international organization in her network-building efforts with NGOs. The focus of the sessions was to build some consensus on key issues affecting women for Ms. Soedibyo to represent in the DPD on behalf of citizens.

Cooperation with ADKASI

NDI continues its support of women’s programming in the training work of ADKASI’s Gender Officer and staff team. On April 13, NDI provided time management training as one module in a training ADKASI conducted with 20 women members. See below for additional engagement through the visit of former Utah Governor, Olene Walker.

US Embassy Public Affairs Section collaboration: Gov. Olene Walker

The Public Affairs Section (PAS) of the US embassy again approached NDI with an opportunity to develop a program, this time to utilize the expertise and experience of former Utah Governor Olene Walker. NDI welcomed the opportunity and created two events: one with a core group of 20 ADKASI members at the close of their formal training session and another specifically with KPPI and women from the national parliament (DPR). At the first event, on April 14, Governor Walker engaged the group in a discussion of the challenges and obstacles women face in politics. As the first woman governor of her state, her descriptions of focusing on issues of the economy to gain credibility and increased leadership opportunities brought home to participants the need to make issues a top priority. At the second event, NDI hosted a gathering

of 24 women from the leadership of KPPI, the DPR and one candidate for vice-governor of North Sulawesi. In this two-hour session, Governor Walker again challenged the women to make the economy a “woman’s issue” by becoming experts at reading budgets. Both sessions were lively and inspirational. Governor Walker also congratulated KPPI and the women leaders present on immense achievements in the 2004 elections and the decidedly positive turn-around in Indonesia; she left Indonesia with a hopeful picture to take home.

The institute views women’s political participation as an important aspect of all of its program portfolios and continues to work with its partner the *Indonesian Women’s Political Caucus (KPPI)* to strengthen the role of women in political life in Indonesia.

KPPI Inauguration

On June 8, 2005, Gefarina Djohan, KPPI’s new chairperson called together an inauguration event to announce KPPI’s new leadership. To the over 60 women and men present – including elected officials, media, political party and NGO activists, both national and international – Gefarina again outlined KPPI’s four core goals for the next term. For the 2005-2008 executive, the following will serve as their focus:

1. Building a database reflecting the names of all women who were nominated in 2004, with a goal of 45,000 names;
2. Branch and membership expansion to reflect:
 - a. More than the current 8 largest parties to 16 in its leadership, and
 - b. More than the current 50 branches (or “partners”) to include 10 more provincial branches where they currently are not formally organized as well as closer to the local level in provinces where they do have provincial, district and city branches;
3. Fundraising for women candidates; and
4. Advocacy on issues of concern to women across Indonesia.

The theme KPPI uses to describe these four elements is: “Building on the Political Investment of Indonesia’s Women”. This concept draws upon the idea that the many women who ran, but did not win in 2004, have invested in their political knowledge and networking; that investment is too precious to waste by exiting politics out of disappointment. This theme also recognizes that, strategically-speaking, KPPI needs to support these women and continue to engage them in politics and skills-building because they are the best resource to tap for candidates in 2009.

Madeleine K. Albright Award

In early May, NDI honored KPPI with the first Madeleine K Albright award. Named in recognition of the unique efforts to bring together women in political parties to address structural impediments to women’s leadership, Ms. Albright presented the award to KPPI’s chair, Gefarina Djohan, at a luncheon in Washington, DC on May 4. Attended by almost 500 political activists, politicians and business people, the event highlighted NDI’s work around the world to support women’s political participation but also brought a positive image of Indonesia to key opinion leaders in the U.S. NDI also used the opportunity to create additional learning and speaking

opportunities for Ms. Djohan, particularly with Emily's List, Voice of America, US-Indonesia Association and the Indonesian embassy.

NDI did extensive work in advance of the trip with KPPI to help them formulate the strategic goals noted above with regard to how they would focus the expenditures of the award as well as specifically with Gefarina Djohan on her speech preparation with substantially marked improvement. Her own testimony of how much her ability and confidence grew through repeated training practice with NDI, particularly speaking publicly in English, was rewarding for her trainer, Stephanie Lynn.

See Appendices 7 and 8 for Gefarina Djohan's news coverage in the Washington Times and Jakarta Post and **Appendices 9, 10, 11, and 12 for speeches** made at the event by NDI's President, Ken Wollack, Congresswoman Jane Harman, former vice-presidential candidate and NDI board member, Geraldine Ferraro and Gefarina Djohan. We have also included a copy of the VOA show in which the award and an extensive interview with Ms. Djohan were covered.

KPPI Leadership in NDI Program Delivery

KPPI is playing a role in co-hosting some elements of our NED-funded program, Strengthening Women Political Leaders in Southeast Asia. This program invests training skills in a set of 30 senior women from parties in Indonesia, Malaysia and Muslim Mindanao (with additional participation from a small Cambodian delegation). While the results of that program are reported directly to the NED, by drawing in KPPI in a co-hosting role for the advance program we have been able to reinforce our development goals with KPPI. Through the advance program – a study mission on June 22, 2005 for participants from Mindanao and Cambodia – KPPI learned how to better describe clearly the challenges and achievements of their organization. In addition, they have supported the effort to advocate with the Indonesian political parties involved in the program to sign onto the Global Action Plan (GAP) developed with Gefarina Djohan's participation in December 2003 at a global conference in Washington. At the conference to honor KPPI's award and to highlight support for the Global Action Plan, 5 (five) big parties signed onto the GAP goals: Golkar, PDI Perjuangan, PD, PAN, and PPP. (See **Appendices 11 and 12** for the Study Mission Agenda and Global Action Plan signatures)

Other Linkages

These activities have further strengthened our relationship as well as encouraged KPPI to play a greater leadership role. In addition, we have profiled the work and goals of KPPI with two other organizations in an effort to encourage KPPI leadership.

In the World Bank's local district (*kecamatan*) strengthening program, they are considering training women at the village level to serve as candidates in village councils; we have linked KPPI with that effort as possible trainers and to expand KPPI's reach deeper into communities with women keen on political office.

In the Public Affairs Section support to the American Council of Young Political Leaders women's program, they have expressed a desire to encourage a network of local and regional

women in politics. NDI brought to the attention of PAS the similar role played by KPPI. This effort will be woven into the ACYPL's planned conference of past participants from the region to be held in Jakarta August 22-23, 2005. Because of the award given to KPPI, they have asked Gefarina Djohan to serve as a keynote speaker at that gathering. In addition to linking this effort with that of KPPI, NDI also met with staff of PAS to support their efforts; we will be present at the event as well.

IV. RESULTS AND ACCOMPLISHMENTS

National Legislative Strengthening Program

Upon receiving a copy of NDI's informal survey of DPR members, Speaker of the DPR, Agung Laksono NDI's asked the DPR Research Bureau to prepare a response to a number of findings. He was concerned that the Research Bureau was not fully utilized and was concerned at the frustrations experienced by members concerning access to information and research.

NDI also received several positive comments on its programs of building DPR staff skills:

"Although I don't get the chance yet to implement it, I found this training was very useful especially in enhancing my technical skills as the DPR Member's staff." (Agus from Justice and Prosperous Party (PKS) Fraction).

"I've sent some press releases to media but I realized that the tips and concepts I got from training is a bit different with the realities in the media. The media did not respond well because they have their own format. I have tried to approach local media with different way. It worked well by personal lobby." (Ridwan Effendi, assistant to Angelina Sondakh—DPR member from Democrat Party)

"I would like to thank NDI very much for giving a chance to my personal assistant to participate in the NDI communication training. It has given valuable skills, especially in drafting the press releases which is very important in communicating my job as a DPR member to the public." (Marissa Haque, a DPR member from PDIP Fraction)

Regional Legislative Strengthening Program

Assisting local legislatures: In general, both Associations have developed their capacity in terms of programming, providing services to their members, resource mobilization, and in building their image. ADEKSI continued to deliver services to members and DPRD Secretariats *funded by participants*, and expanded its cooperation with international organization of LGA and donors. ADKASI has prepared an effective MUNAS with NDI assistance, and expanded its relationship with donors to fund some of its programs

In general, ADKASI Women Section has proved its existence before members and other international organization. ADKASI successfully developed and designed interesting and

effective to address the needs of women local legislators. The latest workshop for women councilors conducted by ADKASI with assistance from NDI has successfully generated interest and further need of capacity building in specific skill in media relations. Also, during the dialog session with Ms. Olene Walker, several participants stated their commitment to implement her practical advises to be effective women politicians. Further from dialog, member from DPRD Kabupaten Bantul shared her success story applying Ms. Olene Walker's advise during her previous visit, proposing budget for children nutrition.

ADKASI has developed a significant progress on its objective to have a complete database of more than 350 DPRD members and thousands of individual members. ADKASI gained positive responses from DPRD Secretariat to give a database of their members. ADEKSI, with fewer numbers of DPRD's (89) and individual members, will develop similar program and achievement.

V. FUTURE ACTIVITIES

National Legislative Strengthening

- Discussions with targeted groups regarding the research reports on Comprehensive DPR Reform.
- Continue training for DPR members' assistants and DPR Public Relations Bureau on media relations.
- Preparing Constituency Outreach Pilot Program
- Technical assistance to the IPC in the planning and conduct of the Youth Model Parliament and Internship program.
- Continue support for DPR Legislation Body (BALEG) in the Standing Order reform process at the request of the Chair.

Regional Legislative Strengthening

- Final approval of MOU with ADEKSI and ADKASI
- Final work plan of CEPPS 2005-2007
- Preparation and delivery of TOT on constituency outreach, media relation and coalition building in cooperation with ADKASI, ADEKSI and political parties branches in provincial level.
- ADKASI and ADEKSI data base completion
- Introduction of the use of volunteers for both associations through a link to NDI's volunteer program
- Delivery of activities in CEPPS work plan such as training for Associations staff; workshop and campaign on client base membership; hiring, developing and deliver strategic plan of advocacy.
- ADKASI National Conference 2005, planning assistance

Women's Participation

- PDI-Perjuangan credits NDI with being able to mobilize and train 5000 election monitors - using skills learned in the spring of 2004 - in the June gubernatorial election in North Sulawesi.
- Several campaign teams told NDI staff traveling in North Sulawesi to monitor preparations for the Quick Count for gubernatorial elections that the skills they'd learned from NDI over the past five years had been implemented in this election. In particular, they credited NDI trainers for their focus on canvassing – and its success in identifying voter support – in this tight race.

List of Appendices:

<i>Appendix 1</i>	<i>: List Candidate Handbook</i>
<i>Appendix 2</i>	<i>: Candidate Handbook for Pilkada 2005 in English</i>
<i>Appendix 3</i>	<i>: Candidate Handbook for Pilkada 2005 in Indonesian</i>
<i>Appendix 4</i>	<i>: Press Release on VAS in Kutai, East Kalimantan</i>
<i>Appendix 5</i>	<i>: Press Release Bahasa in Kukar</i>
<i>Appendix 6</i>	<i>: Press Release VAS in Kukar</i>
<i>Appendix 7</i>	<i>: Press Coverage of Gefarina Djohan in Washington Times</i>
<i>Appendix 8</i>	<i>: Press Coverage of Gefarina Djohan in Jakarta Post</i>
<i>Appendix 9</i>	<i>: Speech from Ken Wollack</i>
<i>Appendix 10</i>	<i>: Speech from Jane Harmann</i>
<i>Appendix 11</i>	<i>: Speech from Geraldine Ferraro</i>
<i>Appendix 12</i>	<i>: Speech from Gefarina Djohan</i>
<i>Appendix 13</i>	<i>: Study Mission Agenda</i>
<i>Appendix 14</i>	<i>: Global Action Plan Signatures</i>

List of Receiver of Candidate Handbook

No	Name	Position and Party
1		Sekjen DPW PKB Kalimantan Selatan
2		Sekjen DPW PKB Jambi
3	Agustin Najmudin	DPW PKS Bengkulu
4	Syamlan	DPW PKS Bengkulu
5	Kapitra Ampera	DPW PPP Sumatera Barat
6	Dalimi Abdullah	DPW PPP Sumatera Barat
7	Hasip Kalimudin Syam	DPW PPP Jambi
8	Nasrun Hr Arbain	DPW PPP Jambi
9	Salman Rufni	DPW PPP Bengkulu
10	Soemardiko	DPW PPP Bengkulu
11	Rudi Arifin	DPW PPP Kalimantan Selatan
12	Nur Rosehan	DPW PPP Kalimantan Selatan
13	Ismet Akhamad	DPW PKS Kalimantan Selatan
14	Habib Abu Bakar	DPW PKS Kalimantan Selatan
15	Irwan Prayitno	DPW PKS Sumatera Barat
16	Ikasuma Hamid	DPW PKS Sumatera Barat
17	Ismet Abdullah	DPD I Partai GOLKAR Kepulauan Riau
18	Muh Sani	DPD I Partai GOLKAR Kepulauan Riau
19	Gusti Iskandar	DPD I Partai GOLKAR Kalimantan Selatan
20	Hafis Ansari	DPD I Partai GOLKAR Kalimantan Selatan
21	Zulkifli Nurdin	DPD I Partai GOLKAR Jambi
22	Antoni Zeidra Abidin	DPD I Partai GOLKAR Jambi
23	Kurnia Utama	DPD I Partai GOLKAR Bengkulu
24	Chairul Amri	DPD I Partai GOLKAR Bengkulu
25	Leonardy Harmainy	DPD I Partai GOLKAR Sumatera Barat
26	Rusdi Lubis	DPD I Partai GOLKAR Sumatera Barat
27		DPP Partai Kebangkitan Bangsa
28		DPP Partai Kebangkitan Bangsa
29		DPP Partai Persatuan Pembangunan
30		DPP Partai Persatuan Pembangunan
31		DPP Partai Bulan Bintang
32		DPP Partai Bulan Bintang
33		DPP Partai Keadilan Sejahtera
34		DPP Partai Keadilan Sejahtera
35		Dewan Pimpinan Pusat Partai Golkar
36		Dewan Pimpinan Pusat Partai Golkar
37		DPP Partai PDI-Perjuangan
38		DPP Partai PDI-Perjuangan
39		DPP Partai Amanat Nasional
40		DPP Partai Amanat Nasional
41		DPP Partai Demokrat
42		DPP Partai Demokrat

Dear Candidate,

Congratulations on becoming a candidate for Pilkada – Pemilihan Kepala Daerah (local election) in 2005. Choosing to enter public life and representing your community is an important decision and you have already done a great deal of work. But it's not over yet. In the weeks ahead you will have to explain to as many people as possible why they should select you to represent them and to encourage them to go and vote for you. This manual is designed to help keep you focused as Election Day approaches and will answer some of your questions and concerns.

In Indonesia's system, the role of parties in campaigns is very important. However, in the direct local elections for governors and mayors that we now see in this country, the efforts during the campaign and credibility and track record of individual candidates will also affect outcomes on Election Day of Pilkada. What you do during the election campaign will help determine the number of votes you receive.

This manual is for all interested candidates of the newly-established direct elections for governors and mayors and their campaign teams. It is not designed to give any one party or candidate an advantage in the election.

Please write answers to the questions in the manual and use it as a guide. Carry it with you and refer back to it. That's what it is for. Of course, not all of the material in this manual will be relevant to the particularities of your district this year. It is meant to break down the work ahead into manageable tasks. It is up to you, as a candidate, to make use of this manual and the suggestions and ideas that are incorporated in it to best suit your campaign. After all, as a prospective representative of your community, you know the needs of your constituents better than anyone and can make use of the material in this manual to the greatest effect.

Please begin making use of this manual by filling in the following spaces:

YOUR NAME AND PARTY _____

DISTRICT NAME AND NUMBER _____

TODAY'S DATE _____

Good luck and may the best candidates win.

This manual was originally created by Peter Van Praag,
NDI Country Director in Azerbaijan, for the 1999 elections to the national parliament.

It is adapted here for use in Indonesia, with thanks to NDI Ukraine
who shared their edited version of this excellent resource guide with us.

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1. RESOURCES: PEOPLE, MONEY, TIME

There is not a lot of time left before Election Day but there is still so much to do. That is not unusual. This manual is designed to help you organize all the tasks that lie ahead so that you can plan your campaign in an orderly way and you can visualize the work that has to be done before Election Day.

Running an election campaign in Indonesia is a unique experience. However, there are some basic truths about campaigning that are just as real in Indonesia this year as they are in India, Europe, the United States and other countries that established democracy many years ago.

Most important of these truths is that there are three resources that you must rely on. These resources are:

PEOPLE

MONEY

TIME

PEOPLE. Nobody can win an election alone. In fact, every task, from winning a football match to preparing dinner for guests requires help from other people. An election campaign is no different. You are going to need real people to help you and that assistance, is a fundamental resource that must be valued and used effectively.

NUMBER OF PEOPLE WHO HAVE COMMITTED TO HELPING YOU

MONEY. Of course, everything costs money and of course, you do not want to plan to spend more money than you have. If your campaign spends money too fast and not according to a real plan, you will simply run out of money before Election Day and your campaign will fizzle out quickly. Similarly, you don't want to have a lot of money left over after the election that, if used properly, might have made a difference in the campaign. Money, like time and people, is a resource that must be managed effectively and it is very important that you keep track of this resource throughout the campaign.

AMOUNT OF MONEY AVAILABLE TO SPEND ON THIS CAMPAIGN

TIME. Elections are unique because they end on a certain day and all of your work must be accomplished with that day in mind. It does you no good if campaign brochures are printed 3 days before Election Day and with no time left to distribute them in your district. Everything, from printing brochures to talking with voters takes time. And there is not much time left. In other words, it is a valuable resource and you must make use of it wisely.

NUMBER OF DAYS THERE ARE BEFORE ELECTION DAY

2. STRATEGY SESSION

To win a football match you have to control the situation on the field. If a team doesn't have a strategy for taking control, it will only be able to react to its opponent, and that means running all over the place and, in the end, probably losing. To organize a family wedding you have to have a strategy to manage all the elements of the event – the location, people, invitations, music, food. Without a plan, the organizers spend all their time reacting to problems and the family may be disappointed in the result.

The same is true in an election campaign.

Like a good football team or wedding organizer, the candidate or team of candidates who controls the situation during a campaign will likely win. And to control the situation, every candidate needs a strategy.

It is important for you to sit down with key players on your campaign team and make a strategy that will get you elected.

This meeting, called your STRATEGY SESSION is the meeting in which you, the candidate, and other key players in your campaign sit down and make a plan of attack that will get you elected. It should be a detailed meeting that lasts several hours and that takes into account the election environment and your own campaign resources.

This manual will be very useful at your STRATEGY SESSION. Use it in detail to answer your questions and put the entire campaign into perspective.

Use the space below to figure out where and when your STRATEGY SESSION will be and who will be invited. It is important to remember that this is the most important strategy meeting of your campaign so schedule it at a time that is appropriate for everyone and invite those people whose advice you value and who will be with the campaign right until Election Day.

WHERE: _____

WHEN: _____

WHO: _____

HELPFUL HINT: Make time for your STRATEGY SESSION now because as the campaign gets underway, you won't have any extra time to hold long meetings.

3. CAMPAIGN TEAM ROLES AND RESPONSIBILITIES:

i. Candidate

Every individual campaign in Indonesia this year will reflect the personality of the candidate. That is normal. However, just as there are three fundamental resources that must be managed effectively, there are responsibilities that must be fulfilled throughout the campaign.

The first, and most important person is you, the candidate, and your time as candidate is the most precious resource your campaign has. It is important that none of that precious time between now and the election is wasted. Indeed, it does not matter what type of campaign you are running or what party you are from, your responsibilities are the same.

YOUR JOB IS TO MEET AND PERSUADE PEOPLE TO VOTE FOR YOU AND YOUR PARTY.

Following the STRATEGY SESSION, you should spend only one hour in your headquarters per day. Every minute that you spend sitting in your campaign office drinking tea with your staff and your friends and family is valuable time being wasted. You can be sure that your opponents are out meeting and persuading people to vote for them, and that is where you should be, too. If you are not out meeting and persuading people to vote for you, you will lose.

YOUR JOB IS NOT TO MAKE STRATEGY

YOUR JOB IS TO MEET AND PERSUADE PEOPLE TO VOTE FOR YOU.

YOUR JOB IS NOT TO MANAGE THE MONEY

YOUR JOB IS TO MEET AND PERSUADE PEOPLE TO VOTE FOR YOU.

YOUR JOB IS NOT TO MAKE THE SCHEDULE

YOUR JOB IS TO MEET AND PERSUADE PEOPLE TO VOTE FOR YOU.

HELPFUL HINT: As a guideline, don't spend more than 1 hour per day at your headquarters

ii. Campaign Manager

If you, as candidate are not going to do things like develop strategy, look after the money and make the schedule, who is going to do it?

The answer to that question is: the Campaign Manager, or the second most important person in your campaign.

You need to have a campaign manager.

The Campaign Manager is responsible for the overall running of the campaign. That includes:

- MAKING SURE THE CANDIDATE IS SCHEDULED TO MEET VOTERS
- OVERSEEING THE DEVELOPMENT OF THE CAMPAIGN SCHEDULE
- SUPERVISING DEALINGS WITH THE PRESS
- SUPERVISING HOW MONEY IS SPENT
- SUPERVISING ALL OTHER CAMPAIGN STAFF AND VOLUNTEERS

This is such an important job that it must go to someone that you trust completely. That someone might be your brother, your wife, your husband, your friend since childhood. Whoever it is, you must trust him or her completely. There will be nothing worse for your campaign if, 15 days before the election, you and your campaign manager get into a big fight because the campaign posters never arrived. In other words, you must hire one person (not two or three) who is committed to you and whose judgement you will trust.

MY CAMPAIGN MANAGER IS _____

HELPFUL HINT: Make sure that your campaign manager is someone that you trust completely.

iii. Other Roles

As noted above, although all campaigns have similar needs, no campaign is identical. There are, however, fundamental tasks that must be fulfilled. Some of these tasks will take one or more people. Maybe on one campaign that has many people, each task has a different person assigned to it. On some campaigns, one person might be doing three or more tasks. That is up to you and the campaign manager to decide at your FINAL STRATEGY SESSION.

Once that decision is made, it is up to the Campaign Manager to manage the tasks and make sure the jobs are being accomplished in an effective way.

Exercise 1

TASKS THAT MUST BE FULFILLED AND BY WHO:

Who will manage the office: _____

Who will manage the money: _____

Who will deal with the press: _____

Who will make the candidates schedule: _____

Who will write campaign literature: _____

Who will be responsible knowing all election regulations: _____

Who will be responsible for printing campaign literature: _____

Who will hire and manage temporary staff and volunteers: _____

OTHER TASKS AND THE PEOPLE WHO WILL DO THEM:

TASK	PERSON

HELPFUL HINT: Your family, including your children, wife or husband, mother, father, grandmother etc. – should ALL be helping on your campaign.

iv. The Election Rules

It is absolutely fundamental that you know the election law and the rules that govern the election. The last thing you want is to be disqualified from the election because you did not fulfill one of the requirements of the law. Make sure there is someone at your headquarters who knows the election law and all the requirements inside and out.

WHO IS RESPONSIBLE FOR KNOWING ALL ELECTION LAWS AND REGULATIONS AND TO MAKE SURE I AM NOT DISQUALIFIED FOR BREAKING THE RULES:

Important: Make sure there is someone at your headquarters who knows the election law and all the requirements inside and out.

4. RESEARCH: GETTING THE INFORMATION YOU NEED

The goal of your campaign is to win and that means getting the most number of votes. However, it is important to calculate how many votes you have to get and the best way to get those votes. But before we do that, let's review our strengths and weaknesses as a candidate to set the stage.

i. ELECTION LAW RULES FOR CAMPAIGNING

Campaign activities that are permitted by the KPU during the campaign are:

- Limited meetings
- Dialogue
- Publication through print and electronic media
- Broadcast on radio and/or television
- Dissemination of campaign materials to the public
- Installation of visual displays in public places
- General assemblies, and
- Other activities that do not violate the applicable legislation

Be aware that there is some debate about what constitutes “campaigning” during the period before the official campaign. **Talk with your party headquarters first before conducting campaign-like activities outside the official campaign period.**

ii. I'm the Candidate

As part of our research, it's important to do a personal inventory of who we are – our strengths and weaknesses.

As a candidate you must be able to answer two questions: What is the best thing the voters can say about me? What is the worst thing they can say about me?

Another way is to ask, what are my assets and liabilities as a candidate?

Knowing clearly what your strengths are can lead you to develop the kind of campaign linked to the larger party message that capitalizes on these strengths. It can help you define some key themes in your campaign. It helps you decide what to feature in your campaign.

Acknowledging what your potential weaknesses are helps you to steer clear of them in your campaign, prepare a response if they come up and helps you guess what your opponents might raise in advance of it happening.

Sometimes you can also then use some of your strengths to inoculate yourself against some of the weaknesses – like a vaccination - or build a wall around yourself so that when the negative hits, it doesn't de-rail your campaign completely.

If you are an incumbent candidate, you need to factor this into your evaluation of your strengths and weaknesses. Even if you're a candidate for the first time, it's important

to ask yourself how you and your party are perceived by the public. Some questions you might ask are:

What is my age, gender, experience? Are these strengths or weaknesses?

What have I achieved? What has the government I've been part of or that my party has been part of done that I can take credit for?

Who have I helped? Will they endorse me or acknowledge it publicly?

Why am I a candidate? What have I achieved in the last term of office? Why should people vote for me? What do I have to offer voters? What makes me different from other candidates? How have I performed my job?

What is my political experience and relationship to the community? What is my non-political experience and education?

How supportive are my family?

How would others describe my personality?

How well do I present to individual voters? To small groups, large groups, print reporters, on tv? Am I a successful speaker? In which situations am I most comfortable? What do I like to do in campaigns?

What are the district's demographics? Does it match mine or my family's? How well known am I?

Is there anything in my financial life or my family's financial life, work history, political history or personal history that could be perceived as a problem? (Remember: school records, military service, employment history, drug and alcohol use, criminal charges, physical and mental health, membership in organizations.)

Review your professional and social affiliations - What have you participated in? What have you accomplished in civic or business affairs? How does this reflect on you? Check your record as a boss - Review your record of hirings and firings. Are there episodes or situations involving inappropriate use of staff or employment discrimination?

What public events or statements have I made publicly that may come back to haunt me? Have I changed my position on an issue? Have I changed my voting patterns? Have I missed important votes?

Fill in the following table:

Exercise 2

In the eyes of the voter, my strengths are:	In the eyes of the voter, my weaknesses are:
1.	1.
2.	2.
3.	3.
4.	4.

5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

iii. The Other Candidates

You will have more than one opponent in this election and none of them can be ignored. You have to know them very well so that you can tell voters why you will do a better job than one of the other candidates. Fill in the following table to help you get to know your opponents:

Exercise 3

Candidate's Name, Party	Candidate's Strengths	Candidate's Weaknesses	Reasons I am better suited for the job
1.	1. 2. 3.	1. 2. 3.	1. 2. 3.
2.	1. 2. 3.	1. 2. 3.	1. 2. 3.
3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
4.	1. 2. 3.	1. 2. 3.	1. 2. 3.
5.	1. 2. 3.	1. 2. 3.	1. 2. 3.

iv. The Votes

Dalam UU Pilkada di Indonesia, memahami UU dan bagaimana kandidat dipilih dari daftar sangatlah penting dalam menentukan strategi. Masing-masing partai harus membuat target perolehan kursi; yakni jumlah maksimum kursi yang dapat diperoleh secara realistis untuk menang. Untuk menentukan target jumlah perolehan kursi, anda harus mempertimbangkan:

- Sejarah Pilkada ?
- Lingkungan Pilkada (apa mengarah ke *status quo* atau perubahan?)
- Kekuatan relatif partai dan kandidat lawan, dan
- Kekuatan relatif partai, organisasi pemilih dan kandidat.

Following is the provision of Pilkada Law Article 107 on Elected Candidate and Inauguration.

Article 107

- (1) The Region Head and Deputy Region Head candidate pair that receive more than 50% of ballot from the ballot amount is determined as the elected candidate pair.
- (2) If the provision in article (1) cannot be fulfilled, The Region Head and Deputy Region Head candidate pair that receives more than 25% of ballot from the official ballot amount, candidate pair with biggest ballot is determined as the elected candidate pair.
- (3) In the event that the elected candidate pair with the biggest ballot as stipulated in article (2) is more than one pair with the same amount of ballot, the determination of candidate pair is conducted based on the bigger balloting region.
- (4) If the provision in article (2) is not fulfilled, or no one reaches 25% of official ballot, second round of balloting will be conducted, participated by first winner and second winner.
- (5) If the first winner as stipulated in article (4) is acquired of two pairs of candidate, both candidate pairs have the rights to participate in the second round of balloting.
- (6) If the first winner as stipulated in article (4) is acquired of three or more pairs of candidate, the first and second determination is conducted based on the bigger balloting region.
- (7) If the second winner as stipulated in article (4) is acquired of more than one pair of candidate, the determination is conducted based on the bigger balloting region.

Sebagai contoh anda dapat melakukan latihan-latihan seperti yang telah tertulis dibawah ini.

Exercise 4

Determining Your Vote Goal

In these direct elections, unlike in the party list system, the candidate with the greatest number of votes on Election Day is declared the winner, even without an outright majority. To determine the number of votes needed to win in your district, you will need to look at various factors, including:

- the number of candidates contesting the race,
- the relative strengths of other parties and their candidates
- voting history in the district
- the electoral environment (does it favor the current situation or change?) , and
- the relative strengths of your party, its electoral organization and you as a candidate.

To determine your vote goal, you need to follow a four step process.

Step 1: Starting Point: Examine the Electoral District in terms of:

- Voting population
- Turn-out history
- Major political parties/candidates competing

How many votes will be needed to get the candidate elected?

For example, if the district has 100 voters, historically 75% of voters come out on Election Day and there are three equally strong candidates, then the candidate with more than 25% of the total number of votes possible (or 26 votes) on Election Day can win the race. However, in this same scenario, if there are two strong candidates and a third that we expect to only receive about 5% of the votes cast, then to win, a candidate will need support of more than 35% of voters , or 36 voters.

Voting Population in my district is _____

Turn-out in the last three elections in my district was _____

Number of Candidates and their relative strengths in my district are:

My Starting Point is: _____

(Note: this should be a number of votes not a percentage)

Step 2: Consider the **Electoral Environment**:

- Does it favor the status quo or change?
- Does that help or hurt you as a candidate?

If it hurts, add 10 – 30% to our Starting Point. If it helps, deduct 2 – 10% from your Starting Point.

The Electoral Environment hurts me:

My Starting Point _____ plus 10 - 30% = _____

OR

The Electoral Environment helps me:

My Starting Point _____ minus 2 – 10% = _____

Step 3: Consider the **Other Political Parties & Candidates**:

Will they take votes away from me or assist me by bringing out sympathetic voters (because they so opposed to the other candidate)?

If they will take votes from you, add 2 – 10% to your Starting Point. If they will bring voters out for you, subtract 2 – 5%.

Other Political Parties and Candidates in my district and their effect(s) :

They will take votes from me: _____

My Starting Point plus 2 – 10% = _____

OR

They will bring voters out for me: _____

My Starting Point minus 2-5% = _____

SUMMARY of Vote Goal:

Starting Point + Electoral Environment + Other Political Parties = Vote Goal

This is an estimate of the number of votes you will need for victory on Election Day.

My Vote Goal is: _____

To be safe, strategic plans should always add another 10% to your vote goal to account for all those supporters who may not get to vote or who incorrectly complete their ballot.

When you've completed the calculations above, fill in the box:

TOTAL NUMBER OF IDENTIFIED SUPPORTERS NEEDED _____
--

v. The Voters

Now that I know how many votes I need, the question to ask is: Where will those votes come from? This exercise is called targeting. You can target demographically or geographically. We show you how to do both below.

a. Targeting Demographically

Indonesian society is broken up into many different groups, such as students, pensioners, veterans, women, farmers and many more. Although these groups are very diverse, they have one thing in common, they are all looking for someone to help them and represent them well in political office.

The numbers that you found in **Exercise 4** are the most important numbers in your campaign because they are the minimum number of votes you will need to win the election.

No candidate likes to admit it, but as you calculated in the exercise above, not everyone is going to vote for you. But that is normal.

HELPFUL HINT: Not everyone has to vote for you in order to win this election. Your goal is to win the election, not to win 100% of the vote.

To figure out who are your **MOST IMPORTANT VOTERS**, list 10 groups that will vote for you and then calculate how many of those people there really are.

The first one is filled out for you, as an example. Use information from **Exercise 4**.

Exercise 5A

A	B	C	D	E
Group	total % population	% of that group I can win	% of total population I can win from this group ($B \times C \div 100$)	RealNumber of votes in group I can win. ($D \times \#4 \div 100$)
1. Truck drivers	1%	50%	0.5%	if #4 was 50,000= 250 votes
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
TOTALS:				REAL VOTE TOTAL:

As you can see from the make-believe example, getting the votes from 50% of the truck drivers will get you 250 votes.

When you add up all the votes that you can get you will have your **REAL VOTE TOTAL**

MY REAL VOTE TOTAL IS _____

TOTAL VOTES NEEDED IS _____

From the information that you provided in **Exercise 4**, you have an idea of how many votes you can reasonably get.

<p>Important Question:</p> <p><u>IS YOUR REAL VOTE TOTAL LARGER THAN TOTAL VOTES NEEDED?</u></p> <p style="text-align: center;"> YES _____ NO _____ </p>	
---	--

If your answer above is **YES**, you are in very good shape and please continue following this manual.

If your answer above is **NO**, it is very important that you go back to **Exercise 4** and identify further groups that you can convince to vote for you. You might have to find more than the 9 groups that there is space for. Feel free to make your own on the bottom of this page

Once you identified enough voters so that the answer above is **YES**, continue on to **Exercise 6**.

A	B	C	D	E
Group	total % population	% of that group I can win	% of total population I can win from this group ($B \times C \div 100$)	Real Number of votes in group I can win. ($D \times \#4 \div 100$)
11.				
12.				
13.				
14.				
TOTALS:				REAL VOTE TOTAL:

b. Targeting Geographically

We use the information from previous to analyze how people voted in a specific district. We want to analyze this information to find out which category of poll our selected electorate falls into. The categories of polls are:

- A Poll** = **core supporters**
- B Poll** = **highly persuadable**
- C Poll** = **somewhat persuadable**
- D Poll** = **almost no chance we can persuade them**

We categorize our selected electorate by calculating the ratio of votes a party or candidate gets (out of every 10 votes) in that location. There are two sets of ratios, one set that is used for larger parties and one for medium or small parties. A large party is one that usually gets a large percentage of the total votes in elections. Parties that do not get a large percentage of votes in elections are considered medium or small parties. The two sets of ratios are:

Ratios for Large Parties

A Poll = **6+ out of every 10 votes**
B Poll = **4-5 out of every 10 votes**
C Poll = **2-3 out of every 10 votes**
D Poll = **0-1 out of every 10 votes**

Ratios for Medium and Small Parties

A Poll = **4+ out of every 10 votes**
B Poll = **2-3 out of every 10 votes**
C Poll = **1-2 out of every 10 votes**
D Poll = **0-1 out of every 10 votes**

To analyze the poll, we carry out the follow calculation: Divide the number of votes received by a party/candidate X 10 (i.e., add ‘0’ to number of votes received) by the total number of votes in the selected electorate.

Example: Party X receives 253 votes out of a total of 1,103 votes.

$$\text{Poll} \quad \frac{253}{1,103} \times \frac{10}{10} = \frac{2,530}{1,103} = 2.29 \text{ out of every 10 votes} = \text{C}$$

Knowing what category of poll a specific location falls into helps us plan our campaign activities more effectively. If we learn through our analysis that the location is a D Poll, this tells us that the voters are mostly from our opponent’s base – and therefore, we will not focus our campaign in that location at all. If we learn that the location is an A poll, we carry out campaign activities that focus on ensuring our core supporters are registered to vote and indeed come out to vote on Election Day. If we learn a location is a B or C poll, our campaign activities will focus on communicating a campaign message that will appeal to those voters and hopefully influence their voting decision.

Review the last election results and conduct a poll analysis. You may need more space than is provided here.

Exercise 5B

Poll No.	# votes for my party	Total # of votes	# of votes for my party out of 10	Poll Category
1 Ex.	253	1103	2.29	C
2				
3				
4				
5				
6				
7				
8				
9				
10				

Note: If the poll district boundaries are different than in the last election, you will need to “weight” the polls on the new boundaries to conduct the next exercise effectively; that is, make the data from the old election fit the new boundaries using a guess as to what percentage from one area now lives in the new boundaries. Making two maps can help – one with the old poll boundaries coloured with different colours for each category and one with the new boundaries outlined on it.

vi. The Precinct

Now that you know who is going to vote for you, it is important that you identify where those people are. You are not going to be able to meet every single voter in your District. It’s just impossible because you don’t have enough time. In that case, there is no use campaigning all over a precinct where your TOP OPPONENT and his entire family lives. No matter how much **time, people and money** you spend in that district, you are still going to lose it.

But that is normal. What you have to do now is identify where it is your MOST IMPORTANT VOTERS live.

In the space provided below, list the groups you identified in **Exercise 5** in order with the greatest number of votes as 1, the smallest number of votes as 9.

HELPFUL HINT: You can win the election without winning every precinct. Campaign in precincts where you can win.

Then, in the third column, identify the **PRECINCTS** where most or many of the people belonging to those groups live. For example, if one of the groups that you identified as your MOST IMPORTANT VOTERS are business owners, maybe they live and will vote in precincts in the center of town.

Exercise 6

Name of Group	Number of Votes	PRECINCT #S
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

From the information in Column C and from your geographic targeting in exercise 5B, you now know where you should spend most of your RESOURCES. In other words, you know where to spend your **time, people and money**.

In the box below, please write the number of the precincts where you expect to get the most number of votes. These are your MOST IMPORTANT PRECINCTS.

THE MOST IMPORTANT PRECINCTS IN MY DISTRICT ARE:

vii. The Issues

All elections are about issues and your decision to represent your district means that you know a great deal about your community and the issues that face it. However, just knowing about your community is not enough to win an election campaign. It is important to use that knowledge and convince voters that you have the best solutions to the problems that face them and that you will fight to make their lives easier.

Recent independent research conducted by various national and international organizations in Indonesia shows that voters care most about issues related to the economy and education but also about corruption.

In the space provided, list the issues that affect your district the most:

Exercise 7

Now, remember who your MOST IMPORTANT VOTERS are and identify the 3 issues above that are most crucial to them.

HELPFUL HINT: Voters want to hear you speak about 3 issues that are important to them and not 10 random issues that don't matter. The more focused candidate always wins.

1.

2.

3.

These are your THREE MAIN ISSUES, are what you are going to talk about every single day from now until Election Day.

viii. The Message

You are almost ready to begin campaigning. Before you walk out that door, however, you still have to tie all of your information into an organized package that will make sense to the people you will meet everyday. In other words, you need a MESSAGE. A MESSAGE answers the question, "Why should I vote for you instead of your TOP OPPONENT."

The answer to that question seems like it should be very easy, after all, you know that you can do a better job as an elected official than your TOP OPPONENT. Unfortunately, that is not enough.

You have to convince your MOST IMPORTANT VOTERS. And that is the tough part.

**REMEMBER: A message answers the question:
Why should I vote for you instead of your TOP OPPONENT?**

Don't forget that:

A GOOD MESSAGE IS:

- CONTEXTUAL – for all campaign communications

- CLEAR & CONCISE – easily understood
- COMPELLING – especially to persuadable voters
- CONTRASTING – distinguishes the party and candidate from other parties
- CONNECTED – to what is important to voters daily lives
- CONSISTENTLY DELIVERED – over and over and over and over and...

Not everybody in the district knows your name but it's your name that voters have to put their mark beside on Election Day. Part of your message must be to tell them your name and party. In fact, the first and the last thing that you say should be your name and your party.

HELPFUL HINT: BEGIN AND END YOUR MESSAGE BY TELLING VOTERS YOUR NAME AND PARTY. AFTER ALL, IT'S YOUR NAME AND PARTY THEY HAVE TO REMEMBER AT THE POLLS ON ELECTION DAY.

In the space provided, write your message.

Exercise 8

[illegible]

STOP. YOUR MESSAGE SHOULD NOT READ ANY LONGER THAN THIS POINT.

HELPFUL HINT: Your message should include your NAME, PARTY, your THREE MAIN POINTS and a reminder of what day is Election Day.

5. CONTACTING THE VOTERS:

i. The Plan

Now you know:

The **TOTAL VOTES NEEDED** to win;

What groups your **MOST IMPORTANT VOTERS** come from;

The **MOST IMPORTANT PRECINCTS** where they live;

The **THREE MAIN ISSUES** that you will talk about;

And the **MESSAGE** you will tell your voters.

There is only one more thing to do before you go out to begin your campaign:

Make a VOTER CONTACT PLAN for reaching your voters.

The sad truth is, none of your MOST IMPORTANT VOTERS will know how good a deputy you will be unless you tell them. And to tell your MOST IMPORTANT VOTERS that you are the best candidate, you need to develop a VOTER CONTACT PLAN, right now, before you finish your FINAL STRATEGY SESSION.

Of course, there are many different ways to contact your voters. You will have to choose the best ways that will work in your MOST IMPORTANT PRECINCTS.

Some examples of VOTER CONTACT PLANS that work very well are:

Literature Drop: This is when volunteers go door to door to drop off a small brochure about you at people's homes. A large number of volunteers can cover a large area quickly.

Literature Handouts: This is when volunteers, or you yourself, hand out brochures at places where people gather in large numbers, such as markets, factory gates, train stations, universities, bus stops, etc.

Door-to-Door: This is when you, as candidate, visit voters in their home and deliver your MESSAGE personally. It is a very effective method and every candidate should include it as part of their campaign.

Visibility: This is anything that catches the voter's eye including billboards on roads, signs at houses, posters on poles, stickers on cars, volunteers waving at traffic.

Merchandise: These are useable items with the candidate's name on it, such as pens, cups, shirts, etc.

Tea and Cookies: This is a meeting where one of your supporters invites her or his friends to meet you, the candidate. You should not be there for the whole event, but rather, visit the home to meet the voters, deliver your message and move on.

Big Events: This program brings together large numbers of people and is an opportunity for you to meet many people at once. Ideas for a Big Event include organizing a concert or a family day or having the community celebrate a national holiday together. Your campaign should have at least one big event.

Paid Media: This means advertisements in local newspapers, radio and television that feature you, the candidate.

Earned Media: This is when local newspapers, radio and television tell about what you are doing as part of a news story. Ways to get earned media include holding interesting press conferences, issuing regular press releases and generally, running a good and interesting campaign.

In the space below, consider some other VOTER CONTACT PLANS that will work in your district.

Exercise 9

VOTER CONTACT PLAN	DESCRIPTION
1. Door to Door Canvassing	
2.	
3.	

Choosing your voter contact plan, like the rest of your campaign, depends on the type of campaign you are going to have.

And, as noted at the beginning of this manual, the type of campaign you will have depends on how much **time**, **people** and **money** you have available.

In the box below, calculate what will be the best way for your campaign to contact voters:

Exercise 10

VOTER CONTACT PLAN	AMOUNT TIME	AMOUNT PEOPLE	AMOUNT MONEY	YES NO or
Literature Drop				
Literature Handouts				
Door-to-Door				YES
Visibility				
Merchandise				
Tea and Cookies				
Big Events				
Paid Media				
Earned Media				
Other Ideas				
1.				
2.				
3.				

ii The Schedule

Now that you have a VOTER CONTACT PLAN, you need to accompany it with a COORDINATED CONTACT SCHEDULE.

A COORDINATED CONTACT SCHEDULE keeps track of what information is reaching your voters and when and ensures that every element in the VOTER CONTACT PLAN is related to each other. The best way to do this is to work backwards.

For example, if you decide to hold a **Big Event** in the form of a concert five days before Election Day, on Wednesday, March 31, you should accompany it with 3 other VOTER CONTACT PLANS to ensure that it is a successful **Big Event**. Working backwards, that means that:

TWO WEEKS before the **Big Event**, on Wednesday, March 17, there is a **Literature Drop** telling that there will be a **Big Event**.

ONE WEEK before the **Big Event**, on Wednesday, March 24, there is **visibility** in the district, telling that there will be a **Big Event**.

FOR THREE DAYS before the **Big Event**, starting on Sunday, March 28, there is **paid media** reminding that there will be a **Big Event**.

On the day of the **Big Event** you make sure that you meet directly with as many people as possible that come to the concert.

On a calendar, this COORDINATED CONTACT SCHEDULE would look like this:

DATE	Literature Drop	Visibility	Paid Media
June 7	Precincts: 1,2,		
June 8	Precincts:3,4,		
June 9	Precincts: 6,7,		
June 10	Precincts: 9,11		
June 11	Precincts: 12, 13		
June 12	Precincts: 17, 18		
June 13	Precincts: 19, 20		
June 14		Precincts: 1, 2,3,4	
June 15		Precincts:6, 7, 9, 11	
June 16		Precincts: 12, 13, 17	
June 17		Precincts: 19, 20	
June 18			Precincts: All
June 19			Precincts: All
June 20			Precincts: All
June 21	BIG EVENT	BIG EVENT	BIG EVENT

6. CANDIDATE CALENDARS

If you are going to have a strategy, it needs to be written down. If it is not written down, on paper and in ink, then you don't have a strategy. This manual is designed to help you do just that: calculate and then write down your strategy.

However, the best way to document your strategy and keep your information organized is to use CANDIDATE CALENDARS. You, as candidate, must have a calendar for each day, each week and the month before the election.

These calendars will be crucial tools in organizing the strategy that you developed so carefully.

i. Day Candidate Calendar

Your day calendar should include all 24 hours of every day and all of it should be filled in.

That means that for the duration of your campaign, every hour of your day needs to be in your schedule, including sleeping and eating meals and meeting with your campaign staff.

HELPFUL HINT: All your time needs to be scheduled 2 days in advance.

Most successful candidates begin their days before 7:00 while other people are still sleeping. This is an excellent time to meet people on their way to work on the farm or traveling on public transit. Remember, if you are out before 7:00 in the morning meeting people, your MOST IMPORTANT VOTERS will be very impressed with your dedication.

But your morning is just the beginning. Keep your days full and meet as many people in your district as possible. Think about what happens during a day in your district and where the people are. That is where you should be, too.

The DAY CANDIDATE CALENDAR is for you to copy and use. You should make at least 60 copies, either by xerox or by hand, and make sure that you have one for your day, every day. Make sure there is a second copy at your Campaign Headquarters so that your team knows where you are at all times.

It has space for every hour of the day, and where you should be. In the ACTIVITY section, simply write what type of VOTER CONTACT PLAN you are using.

Please make note that you should never be alone. As a candidate, you should always have someone with you to help, by carrying brochures and keeping track of how many voters were contacted.

CANDIDATE CALENDAR FOR: **Day** / / /

TIME	PLACE	ACTIVITY	accompanied by:	#voters
7am				
8am				
9am				
10am				
11am				
12pm				
1pm				
2pm				
3pm				
4pm				
5pm				
6pm				
7pm				
8pm				
9pm				
10pm				
11pm				
12am				
1am				
2am				
3am				
4am				
5am				
6am				

Notes:

ii. Week Candidate Calendar

Your week calendar does not need to be as detailed as your day calendar. That does not mean it is any less important.

Your Week Candidate Calendar is very useful because it is the tool that allows you to prioritize your time in advance. It will give you a sense of how busy your time is going to be and will allow you to see what things you will still have time to do.

In that sense, your week calendar ensures that you schedule time for the most important elements in your campaign and eliminate things that will waste your time.

HELPFUL HINTS: Use your Week Candidate Calendar to prioritize the week's events

The main events that should be noted in your Week Calendar are the VOTER CONTACT PLANS that involve you, the candidate. That means that if there are three Tea and Cookies events on Tuesday evening, they should be written down in the appropriate box.

The details of the addresses where the Tea and Cookies are being held and who will be accompanying you, should be written in your Day Candidate Calendar. The Week Calendar and the Day Calendar must always correspond.

HELPFUL HINTS: The Week Calendar and the Day Calendar must always correspond

There are 21 boxes on the Week Calendar, and all of them need to be filled in with the activity you are doing. Afterall, you chose to be a candidate and being a candidate means that you don't have a lot of time to rest.

Of course, nobody can work all the time. The good news is that you should use your Week Calendar to schedule your rest time as well. This is very important so that when you schedule time to rest and be with your family, your campaign team understands that it is part of the schedule and will let you rest without bothering you.

Schedule 3 boxes from the week calendar for rest time. Resting will keep you fresh and knowing when you will be able to rest next, from the Week Calendar, will give you something to look forward to.

Make copies of the Week Candidate Calendar, by xerox or by hand, then fill it in, and keep it with you. And don't forget to make sure the Campaign Headquarters has a copy, too.

HELPFUL HINT: All of the 21 boxes in the Week Candidate Calendar should be filled in and 3 of the boxes should be allocated for rest or family time.

CANDIDATE CALENDAR FOR WEEK STARTING: **date** ____-____-____

time	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
morning							
afternoon							
evening							

Notes:

iii. Month Campaign Calendar

The Month Calendar is referred to as the Campaign Calendar rather than a Candidate Calendar because it includes the activity of the entire campaign, not only you, the candidate.

The Month Campaign Calendar is used to look at the Campaign as a whole and allows you to stand back and view what parts of your strategy have been accomplished and what parts still need to be done. As you now know, all COORDINATED CONTACT SCHEDULES have many elements to them and a Month Campaign Calendar ensures that all the elements are accomplished on time.

HELPFUL HINT: It is always best to make a plan based on what you need to accomplish and then work backward.

It is always best to make a plan based on what you need to accomplish and then work backward. For example, if you are going to distribute brochures and hold a press conference, your Month Campaign Calendar should include the following:

- Deadline for designing campaign brochures.** So they will be at the printer on time.
- Taking campaign brochures to the printer.** So they will be ready on time.
- Training volunteers to distribute brochures.** So they can begin work when brochures are ready.
- Picking up finished brochures from the printer.** So you can give them to trained volunteers to deliver them.
- Volunteers Distributing campaign brochures (individual precincts should be identified).** So that your MOST IMPORTANT VOTERS learn about your BIG EVENT.
- Preparing material for Press Conference.** So you give something to the press.
- Contacting press for Press Conference.** So that the press knows you are having one.
- Press Conference.** And so on.

A version of a Month Campaign Calendar is included in the manual and you should make use of it. However, an effective Month Campaign Calendar should be printed in big letters on a wall at the Campaign Headquarters for everyone to see. Included on the Month Calendar should be the number of days left until Election Day so that everyone knows how much time is left.

HELPFUL HINT: Make your Month Campaign Calendar big enough and in a place where everyone at Campaign Headquarters can see it easily.

Candidate Schedule for Month Starting: **May 28**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						May 28 -30
May 29 -29	May 30 -28	May 31 -27	June 1 -26	June 2 -25	June 3 -24	June 4 -23
June 5 -22	June 6 -21	June 7 -20	June 8 -19	June 9 -18	June 10 -17	June 11 -16
June 12 -15	June 13 -14	June 14 -13	June 15 -12	June 16 -11	June 17 -10	June 18 -9
June 19 -8	June 20 -7	June 21 -6	June 22 -5	June 23 -4	June 24 -3	June 25 -2
June 26 -1 ELECTION DAY!						

7. CAMPAIGNING: FACE to FACE

Now that you've developed a strategy for the campaign, you have to go out and meet your voters. This manual can't make you more beautiful or more smart than you already are, but it can provide you with some helpful tips for you to keep in mind.

i. Where should I go?

This is the first question that all candidates all over the world ask themselves. You are in good shape, though, because you already identified your Most Important Precincts. Now, keeping your Most Important Precincts in mind, you need to go places where there are people, lots and lots of people. Most importantly, you want to go to places where your Most Important Voters go. Don't wait for them to come to you. You have to go and find them.

A good place to meet people in the morning is at bus stops. In the space provided, list 5 places where your Most Important Voters can be found and the time of day that is best to find them there.

Exercise 11

PLACE	TIME OF DAY
1.	
2.	
3.	
4.	
5.	

ii. DOOR to DOOR

One place that you can find people is at their homes and one VOTER CONTACT PLAN for communicating with voters that is effective from Los Angeles to Bombay is going door to door to meet voters.

This method is good because it:

Does not cost a lot of money;

Shows voters that you care enough to come and meet them;

Gives you immediate feedback about how the community views you.

The Door to Door technique is good for your campaign, and you should include it in your Coordinated Campaign Plan. When you use this technique, some things that you should keep in mind are:

→Wear a badge on your shirt that says your name and party so that voters can identify that you are a candidate.

→Post a poster in the neighborhood before your visit so that voters know that you are coming and when.

→Spend the same small amount of time, maybe 2 minutes at each door, after all , there are a lot of doors to visit.

→Go Door to Door during the day, but don't visit homes during mealtimes. Nobody likes to be bothered when they are eating.

→Always bring an assistant. Door to Door means hard work, and it is better to do it with company. The assistant can also help if the voter has a dog that doesn't like you.

→Bring something to give the voter. Everybody likes to get something new. Make sure you leave something behind, such as a brochure, so that they remember you.

→Dress comfortably. Remember, you are going to be doing a lot of walking. Wear shoes that are comfortable.

HELPFUL HINT: Remember that voters talk with each other, and the more voters you meet, the more they will talk about the candidate who is working so hard to earn their vote.

iii. What should I say?

This manual already helped you develop a Message. Your Message is what you want to communicate with your voters whenever you see them.

One thing that you should consider doing is to practice delivering your message with your friends and family and campaign staff. They will give you feedback and tell you what sounds good and what needs improvement

A script of what you could say at the door might look like this:

Hello neighbour, my name is Ririn and I'm calling on behalf of the NDI Party.

We believe that Indonesia is on the right path but that there's still more to do. When it comes to helping working families manage the home budget, we know it's not easy, but it is getting better. We pledge to put the needs of working families and their children first.

Can the NDI Party and I, Ririn, count on your support on Election Day?

Remember, an effective script always includes your name, the name of your party, your message and a direct question to the voter about their voting intention. You can include a follow-up message statement to use if the voter is still undecided, as well as leave them additional material to review before you return.

And please, always end the visit with a “thank you”, regardless of the voter’s voting intention.

iv. How should I say it?

The best advice when making contact with voters is to be sincere. If a voter knows that you are listening and understand them, you will get their vote. Other points to remember are:

Be polite and pleasant. Voters want to know that a good person will represent them. Always be polite and pleasant with your voters, even to those voters who aren't always polite with you.

Have a Plan: Know in advance what you want to say and stick to your message.

Smile: A smile goes a long way in getting voters to like you. And voters need to like you before they will vote for you.

Eye Contact, Hand Contact: Make sure you look at your voters in the eye, as your equal, and when you shake their hand, make sure it is significant and sincere.

Posture: Stand up straight, appear strong, confident and positive. Be comfortable with where you place your hands when you are standing.

Clothing: Wear clothes that are appropriate for a member of public office who is visiting his home district. If that means wearing a suit and tie, wear one. If it means not wearing a suit and tie, don't wear one.

Be honest: If someone asks you a question that you don't know the answer to, don't make something up. You can always follow-up later. Make sure your assistant takes notes and gets the names and addresses of people who want to talk with you or any follow-up needed.

<p>REMEMBER: The most important thing about being a candidate is being sincere. Make sure that your Most Important Voters know that you really care about their issues.</p>
--

8. CAMPAIGNING: BROCHURES AND POSTERS

Brochures that you will leave with voters and posters that you will hang on buildings and streetposts are an effective way to reach many voters fast. If you want this element of your VOTER CONTACT PLAN to be most effective, you must know that most people only look at brochures and posters for a few seconds, so what they see first is what they remember. Knowing that people only look at brochures and posters for a few seconds, it is your job to make sure that the information they remember is the most important information. And the most important for people to remember, is **YOUR NAME, PARTY AND NUMBER ON THE BALLOT**.

HELPFUL HINT: MAKE SURE YOUR NAME, PARTY AND NUMBER ON THE BALLOT IS WHAT PEOPLE REMEMBER FROM YOUR CAMPAIGN LITERATURE.

When you are designing your brochures and posters:

Keep them clear. Ensure that your name is big and bold and that your party logo is the same on every piece of literature you distribute. Don't clutter the literature with too much information. Stick to the most important information: Your **NAME AND MESSAGE**.

A good picture. A picture will give voters your image and a good one can make a huge difference to your campaign. A picture of you doing something, like speaking to an audience or waving to a group of supporters, is much better than just a picture of your head.

Clear before glossy. Don't spend a lot of money making your literature glossy. The most important thing is to make it good and clear.

Creative is Good. Try and make your campaign literature different from your opponents.

Put your address on it. Make sure that every piece of literature that goes out has all your contact information on it. If voters want to contact you, you have to make it easy for them.

REMEMBER: Make sure that every piece of campaign literature has your campaign telephone number and address on it.

9. GLOSSARY OF TERMS

Final Strategy Session: This is the meeting in which you, the candidate, and your campaign manager and other key players in your campaign sit down and make a plan of attack that will get you elected. It should be a detailed meeting that takes into account the election environment and your own campaign resources. This manual will be very useful at your Final Strategy Session. As a guideline, as candidate, you should not spend more than an hour a day at your campaign Headquarters after the Final Strategy Session.

Campaign Manager: The Campaign Manager is responsible for the overall running of the campaign and must be someone that you, the candidate, trusts completely.

Total Votes Needed: This refers to the amount of people who will need to vote for you on Election Day in order for you to get elected.

Most Important Voters: Your Most Important Voters come from those groups in society that want you to win and will support you on Election Day.

Most Important Precincts: This refers to the areas where your Most Important Voters live.

Three Main Issues: These are the things that are most important to your Most Important Voters. You will talk about these Three Main Issues everyday.

Message: Your Message answers the question: Why should I vote for you instead of your Top Opponent? It must be in all contexts, clear & concise, compelling, contrasting, connected and consistently delivered.

Voter Contact Plan: The way that you will communicate with your Most Important Voters that you are the best candidate. Method include, Literature Drops, Literature Handouts, Door to Door, Visibility, Merchandise, Tea and Cookies, Big Events, Paid Media, Earned Media.

Coordinated Contact Schedule: The best way to keep track of what information is reaching your Most Important Voters and ensures that elements of the Voter Contact Plan are related and working together.

NOTES:

KATA PENGANTAR

Kepada Yth. Bapak dan Ibu Kandidat Pilkada

Selamat atas terpilihnya Anda menjadi kandidat pada pemilihan langsung kepala daerah (Pilkada) tahun 2005. Pilihan untuk memasuki arena kehidupan publik dan mewakili masyarakat merupakan keputusan yang penting dan yang selama ini telah banyak Anda kerjakan. Namun perjuangan belum berakhir. Dalam beberapa waktu ke depan Anda harus meyakinkan orang sebanyak mungkin untuk memilih Anda sebagai wakil mereka dan mendorong mereka untuk mencoblos pilihannya untuk Anda. Manual ini dirancang untuk membantu Anda memfokuskan diri menjelang Hari H Pilkada sekaligus untuk menjawab beberapa pertanyaan dan kekhawatiran Anda.

Di Indonesia, kampanye partai memiliki pengaruh yang sangat besar. Tapi bagaimanapun juga, di dalam pemilihan langsung kepala daerah (PILKADA) yang kita lihat dan jalankan sekarang ini, segala upaya selama masa kampanye dan *track record* dan kredibilitas masing-masing kandidat akan menghasilkan sesuatu pada saat hari H Pilkada. Apa saja yang telah anda usahakan selama masa kampanye akan menentukan jumlah suara yang anda dapatkan.

Manual ini ditujukan bagi semua kandidat beserta *team*-nya dalam Pilkada. Manual ini tidak dimaksudkan untuk menguntungkan partai atau kandidat tertentu pada pemilu.

Anda diminta menuliskan jawaban pertanyaan yang ada di manual dan menggunakannya sebagai panduan. Bawalah manual ini dan lihatlah kembali jika perlu. Itulah fungsi manual ini. Tentu saja, tidak semua materi dalam manual ini relevan dengan ciri khusus daerah pemilihan Anda tahun ini. Manual ini bertujuan untuk membagi apa saja yang harus dilakukan di masa mendatang sebagai bagian tugas yang lebih mudah dikelola. Sebagai kandidat, semuanya bergantung pada Anda, untuk memakai manual ini ataupun saran dan gagasan yang ada sesuai dengan kampanye Anda. Pada akhirnya, sebagai calon yang akan mewakili daerah Anda, Andalah yang paling mengetahui kebutuhan konstituen dan Anda pulalah yang paling tepat menggunakan materi manual ini untuk menghasilkan dampak yang berarti.

Anda dimohon untuk mengawali penggunaan manual ini dengan menjawab isian berikut:

NAMA DAN PARTAI ANDA _____

NAMA DAN NOMOR DAERAH PEMILIHAN _____

TANGGAL HARI INI _____

Semoga berhasil dan semoga kandidat terbaiklah yang menang!

Naskah asli manual ini disusun oleh Peter VanPraag,
NDI *Country Director* di Azerbaijan, untuk pemilihan parlemen tahun 1999

Manual tersebut telah diadaptasikan untuk penggunaan di Indonesia, terima kasih kepada NDI Ukraina atas kesediaannya berbagi versi edit panduan yang sangat baik ini dengan kami.

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I. SUMBER DAYA: SUMBER DAYA MANUSIA, DANA DAN WAKTU

Tidak ada banyak waktu yang tersisa hingga Pilkada, namun banyak sekali yang harus dilakukan. Hal ini wajar. Manual ini dirancang untuk membantu Anda mengatur semua kegiatan yang membentang di hadapan secara rapi sehingga Anda dapat memvisualisasikan kegiatan yang harus dilakukan sebelum hari H Pilkada.

Menjalankan kampanye pemilihan di Indonesia merupakan pengalaman yang unik. Namun, terdapat beberapa hal mendasar mengenai kampanye yang merupakan realita di Indonesia pada tahun ini seperti halnya di India, Eropa, Amerika Serikat dan negara lain di mana demokrasi telah berkembang cukup lama.

Hal yang paling penting dari realita tersebut adalah kita bergantung pada tiga jenis sumber daya. Sumber daya tersebut adalah:

- 1. SDM**
- 2. DANA**
- 3. WAKTU**

SUMBER DAYA MANUSIA. Tidak ada yang dapat memenangkan pilkada seorang diri. Bahkan, setiap kegiatan, mulai dari memenangkan pertandingan sepakbola hingga menyiapkan makan malam untuk tamu memerlukan bantuan dari orang lain. Sama halnya dengan kampanye pilkada. Anda membutuhkan orang-orang yang benar-benar mau membantu Anda, dan bantuan tersebut merupakan sumber daya mendasar yang harus dihargai dan digunakan secara efektif.

JUMLAH ORANG YANG BERSEDIA MEMBANTU _____ ORANG!!!

DANA. Tentu saja, semua hal membutuhkan uang, dan tentu saja kita tidak ingin mengeluarkan uang lebih banyak daripada yang kita miliki. Jika kampanye Anda terlalu cepat menghabiskan dana dan menyimpang dari rencana semula, Anda bisa kehabisan dana sebelum hari pemilihan dan kampanye Anda bisa memudar begitu saja. Sama halnya, memiliki dana sisa yang banyak setelah pemilu selesai juga kurang baik karena dana tersebut bisa digunakan untuk sesuatu yang berarti bagi kampanye. Dana, seperti halnya waktu dan manusia, merupakan sumber daya yang harus dikelola secara efektif dan sumber dana ini harus ditelusuri selama berlangsungnya kampanye.

JUMLAH DANA YANG TERSEDIA UNTUK KAMPANYE: Rp. _____

WAKTU. Pilkada adalah sesuatu yang unik karena proses ini berakhir pada tanggal tertentu dan semua upaya Anda harus selesai sebelum tanggal tersebut. Jika brosur kampanye dicetak tiga hari sebelum hari H Pilkada, hal ini akan sia-sia jika tidak ada waktu untuk membagikannya di daerah pemilihan Anda. Semuanya, mulai dari mencetak brosur hingga berbincang dengan pemilih akan membutuhkan waktu. Dan waktu yang ada terbatas. Dengan kata lain, waktu adalah sumber daya yang sangat berharga dan sebaiknya digunakan secara bijaksana.

JUMLAH HARI YANG TERSISA SEBELUM PILKADA _____ HARI!!!

II. SESI STRATEGI

Untuk memenangkan pertandingan sepakbola Anda harus mengendalikan situasi di lapangan bola. Jika sebuah tim tidak memiliki strategi untuk mengambil kendali, tim ini hanya akan bertahan dari lawan, dan ini berarti pemain akan berlari ke sana kemari, dan pada akhirnya, tim ini mungkin akan kalah. Untuk menyelenggarakan pesta perkawinan, Anda juga harus mengendalikan semua elemen pada perayaan tersebut – lokasi, orang, undangan, musik, katering. Tanpa perencanaan, panitia hanya akan menghabiskan waktu menghadapi masalah dan keluarga mungkin akan kecewa atas hasil perayaan tersebut. Hal yang sama juga berlaku pada kampanye pemilihan.

Seperti halnya tim sepakbola atau penyelenggara perkawinan, kandidat yang mengendalikan situasilah yang memiliki kesempatan besar untuk menang. Dan untuk mengendalikan situasi, setiap kandidat membutuhkan strategi.

Penting bagi Anda untuk duduk bersama pemain kunci dalam tim kampanye Anda untuk menyusun strategi supaya Anda terpilih.

Pertemuan tersebut, yang dinamakan SESI STRATEGI adalah pertemuan di mana Anda, sang kandidat, dan pemain kunci lain di kampanye Anda duduk bersama dan membuat rencana ‘menyerang’ yang dapat membuat Anda terpilih. Pertemuan ini sebaiknya merupakan diskusi rinci, berlangsung selama berjam-jam lamanya, yang mencakupkan lingkungan pemilihan dan sumber daya kampanye Anda sebagai bahan pertimbangan.

Manual ini akan sangat bermanfaat dalam SESI STRATEGI Anda. Gunakan secara rinci untuk menjawab pertanyaan Anda dengan menyesuaikannya dengan kampanye Anda secara keseluruhan.

Gunakan isian di bawah ini untuk mengetahui di mana dan kapan SESI STRATEGI ini akan dilaksanakan dan siapa saja yang diundang. Penting untuk diingat bahwa ini adalah pertemuan strategi yang paling penting dalam kampanye Anda. Oleh karena itu jadwalkan pada waktu yang tepat bagi semuanya dan undang mereka yang pendapatnya sangat Anda hargai dan mereka yang akan terlibat dalam kampanye hingga hari H Pemilihan.

DI MANA: _____

KAPAN: _____

SIAPA: _____

PETUNJUK: Luangkan waktu untuk SESI STRATEGI karena saat kampanye berlangsung, Anda tidak akan memiliki waktu lagi untuk mengadakan pertemuan yang panjang.

III. PERAN DAN TANGGUNG JAWAB TIM KAMPANYE

1. Kandidat

Setiap kampanye individu di Indonesia tahun ini akan lebih mencerminkan kepribadian sang kandidat. Hal ini wajar. Namun, karena ada tiga sumber daya utama yang harus dikelola secara efektif, maka ada tanggung jawab yang harus dipenuhi selama kampanye berlangsung.

Pertama, dan yang paling penting adalah Anda, sang kandidat, dan waktu Anda sebagai seorang kandidat adalah sumber daya yang berharga bagi kampanye Anda. Sebaiknya waktu antara saat ini hingga hari H pemilihan tidak terbuang percuma. Bahkan, bagaimanapun jenis kampanye Anda atau latar belakang partai Anda, tanggung jawab Anda adalah sama.

TUGAS ANDA ADALAH UNTUK BERTEMU DAN MEYAKINKAN ORANG UNTUK MEMILIH ANDA!!!

Setelah SESI STRATEGI, Anda sebaiknya menghabiskan waktu paling banyak satu jam per hari di kantor pusat kampanye. Setiap menit yang Anda gunakan untuk duduk minum teh bersama karyawan, teman, dan keluarga Anda adalah pemborosan waktu. Pasti lawan-lawan Anda sedang berada di luar sana bertemu dan berusaha meyakinkan orang untuk memilih mereka, dan sebaiknya Anda berada di luar kantor juga. Jika Anda tidak bertemu dengan orang dan berusaha meyakinkan mereka untuk memilih Anda, Anda bisa kalah.

TUGAS ANDA **BUKAN** UNTUK MENYUSUN STRATEGI

TUGAS ANDA ADALAH UNTUK BERTEMU DAN MEYAKINKAN ORANG UNTUK MEMILIH ANDA

TUGAS ANDA **BUKAN** UNTUK MENGELOLA UANG

TUGAS ANDA ADALAH UNTUK BERTEMU DAN MEYAKINKAN ORANG UNTUK MEMILIH ANDA

TUGAS ANDA **BUKAN** UNTUK MENYUSUN JADWAL

TUGAS ANDA ADALAH UNTUK BERTEMU DAN MEYAKINKAN ORANG UNTUK MEMILIH ANDA

PETUNJUK: Sebagai garis besar, jangan menghabiskan waktu lebih dari satu jam per hari di kantor pusat kampanye

2. Manajer Kampanye

Jika Anda, sebagai kandidat tidak akan melaksanakan hal hal seperti mengembangkan strategi, mengelola dana dan mengatur jadwal, siapa yang akan melakukannya? Jawaban atas pertanyaan tersebut adalah: Manajer Kampanye, atau orang terpenting kedua dalam kampanye Anda. **Anda perlu memiliki manajer kampanye!**

Manajer Kampanye bertanggung jawab atas pengelolaan kampanye secara garis besar. Hal ini mencakup:

- MEMASTIKAN BAHWA KANDIDAT TERJADWAL UNTUK MENEMUI PEMILIH
- MENGAWASI PERKEMBANGAN JADWAL KAMPANYE
- MENGAWASI HAL-HAL YANG BERKAITAN DENGAN PERS
- MENGAWASI PENGELUARAN DANA
- MENGAWASI KARYAWAN DAN RELAWAN KAMPANYE LAIN

Kesemuanya merupakan tugas penting sehingga harus dikerjakan oleh **orang yang benar-benar Anda percayai**. Orang tersebut bisa jadi adalah kakak, istri, suami Anda, atau teman sejak kecil. Siapapun itu, Anda harus bisa mempercayainya. Tidak ada yang lebih buruk yang bisa terjadi pada kampanye Anda, jika 15 hari sebelum hari pemilihan, Anda dan manajer kampanye ribut besar karena poster kampanye belum dikirimkan. Dengan kata lain, Anda harus mempekerjakan satu (bukan dua atau tiga) orang yang memiliki komitmen terhadap Anda dan Anda mempercayai penilaiannya.

MANAJER KAMPANYE SAYA ADALAH Sdr/i: _____

PETUNJUK: Pastikan bahwa manajer kampanye Anda adalah seseorang yang dapat Anda percayai.

3. Peran Lain

Seperti yang dijelaskan di atas, meskipun semua kampanye memiliki kebutuhan yang serupa, tidak ada kampanye yang identik. Namun, terdapat beberapa tugas mendasar yang harus dilaksanakan. Beberapa dari kegiatan ini akan memerlukan satu orang atau lebih. Mungkin untuk kampanye dengan jumlah orang yang banyak, masing-masing tugas dilaksanakan oleh masing-masing orang. Pada beberapa kampanye, satu orang mungkin melaksanakan tiga tugas atau lebih. Semuanya bergantung pada Anda dan manajer kampanye Anda untuk diputuskan dalam SESI STRATEGI. Setelah keputusan itu dibuat, tergantung pada Manajer Kampanye untuk membagi tugas dan memastikan bahwa tugasnya dilaksanakan secara efektif.

Latihan 1

TUGAS YANG HARUS DIPENUHI DAN OLEH SIAPA:

Siapa yang mengelola kantor: _____

Siapa yang mengelola dana: _____

Siapa yang bertugas menghadapi media: _____

Siapa yang mengatur jadwal kandidat: _____

Siapa yang menulis literatur kampanye: _____

Siapa yang bertanggung jawab memahami undang-undang Pilkada : _____

Siapa yang bertanggung jawab untuk mencetak literatur kampanye: _____

Siapa yang merekrut dan mengatur karyawan dan relawan kampanye: _____

TUGAS LAIN DAN SIAPA YANG MELAKSANAKANNYA:

TUGAS	NAMA

PETUNJUK: Keluarga Anda, termasuk anak, istri, suami, ibu, ayah, nenek, dsb sebaiknya SEMUA membantu kampanye Anda.

4. Undang-Undang Pilkada

Memahami undang-undang dan peraturan yang mengatur Pilkada adalah sesuatu yang mendasar. Didiskualifikasi dari Pilkada karena Anda tidak memenuhi persyaratan undang-undang adalah hal yang paling tidak Anda inginkan. Pastikan bahwa ada orang di kantor pusat yang memahami undang-undang Pilkada beserta semua ketentuannya.

SIAPA YANG BERTANGGUNG JAWAB MEMAHAMI SEMUA ATURAN DAN UNDANG-UNDANG PILKADA UNTUK MEMASTIKAN SAYA TIDAK DIDISKUALIFIKASI KARENA MELANGGAR ATURAN: _____

Penting: Pastikan ada orang di kantor pusat Anda yang benar-benar memahami semua aturan dan undang-undang pemilu.

IV. PENELITIAN: MEMPEROLEH INFORMASI YANG DIBUTUHKAN

Tujuan dari kampanye Anda adalah untuk menang dan meraih sebanyak mungkin suara. Namun, penting untuk memperhitungkan berapa banyak suara yang harus Anda peroleh dan cara terbaik meraih suara tersebut. Tetapi sebelum kita melakukan hal tersebut, mari kita mengkaji kekuatan dan kelemahan kita sebagai kandidat, sebagai dasarnya.

1. Peraturan Kampanye Pada UU Pilkada

Kegiatan kampanye diperbolehkan oleh KPU pada saat masa kampanye (.) adalah:

- Pertemuan terbatas;
- Dialog dan tatap muka;
- Penyebaran melalui media cetak dan media elektronik;
- Penyiaran melalui radio dan/atau televisi;
- Penyebaran bahan kampanye kepada umum;
- Pemasangan alat peraga di tempat umum;
- Rapat umum;
- Debat publik/debat terbuka antar calon; dan atau
- Kegiatan lain yang tidak melanggar peraturan perundang-undangan.

Sadarilah bahwa ada debat tentang apa yang dimaksud dengan “kampanye” pada periode sebelum kampanye resmi. **Bicaralah dengan DPP dulu sebelum melakukan kegiatan yang bisa dianggap sebagai kampanye di luar periode kampanye resmi.**

2. Saya adalah Kandidat

Sebagai bagian dari penelitian kita, penting untuk membuat inventori pribadi mengenai siapa kita kekuatan dan kelemahan kita.

Sebagai seorang kandidat Anda harus bisa menjawab dua pertanyaan: Apa hal terbaik dari saya yang dapat disampaikan oleh pemilih? Apa hal terburuk yang dapat mereka sampaikan tentang saya?

Cara lain adalah dengan menanyakan, apa aset dan kewajiban saya sebagai seorang kandidat?

Memahami dengan jelas kekuatan Anda dapat membantu Anda dalam membuat kampanye yang terkait dengan pesan partai secara umum, dengan mendayagunakan kekuatan ini. Anda akan dapat menentukan beberapa tema kunci dalam kampanye. Hal tersebut juga dapat membantu Anda mengenai apa yang akan ditonjolkan pada kampanye.

Terkadang Anda juga dapat menggunakan beberapa kekuatan dan kelemahan Anda untuk mempertahankan diri dari sebagian kelemahan – seperti vaksinasi – atau untuk membangun tembok di sekeliling Anda agar saat Anda menerima pemberitaan negatif, kampanye Anda tidak akan langsung berantakan.

Jika Anda kandidat yang menjabat pada saat ini, Anda perlu mencakup ini ke dalam evaluasi kekuatan dan kelemahan Anda. Meskipun Anda menjadi kandidat untuk pertama kalinya, penting untuk menanyakan bagaimana Anda dan partai Anda dari sudut pandang masyarakat. Beberapa pertanyaan yang ingin Anda tanyakan adalah:

Apa usia, gender, dan pengalaman saya? Apakah ini kelemahan atau kekuatan?

Apa prestasi saya? Apa yang telah dicapai oleh instansi pemerintahan atau partai di mana saya menjadi bagian di dalamnya, dan saya turut andil di dalamnya?

Siapa yang telah saya bantu? Apakah mereka akan merestui atau memberikan penghargaan secara publik?

Mengapa saya menjadi kandidat? Apa prestasi saya pada jabatan terakhir? Mengapa orang harus memilih saya? Apa yang bisa saya tawarkan kepada pemilih? Apa yang membuat saya berbeda dengan kandidat lain? Bagaimana kinerja saya selama ini?

Apa pengalaman dan kaitan politis saya dengan masyarakat? Bagaimana pengalaman non politik dan pendidikan saya?

Seberapa kuatkah dukungan keluarga saya?

Bagaimana orang lain menjelaskan kepribadian saya?

Seberapa baik presentasi saya kepada pemilih? Kepada kelompok kecil, besar, media cetak, televisi? Apakah saya pembicara yang sukses? Pada situasi mana saja saya merasa nyaman? Apa yang saya suka lakukan dalam kampanye?

Bagaimana demografi daerah pemilihan? Apakah itu cocok dengan saya dan keluarga? Seberapa dikenalkah saya?

Apakah ada sesuatu dalam aspek keuangan saya atau kehidupan keluarga, pengalaman kerja, catatan politik atau pribadi yang dapat dianggap bermasalah?

(Ingat: catatan sekolah, pengabdian di angkatan bersenjata, sejarah kepegawaian, konsumsi alkohol dan obat terlarang, tindak pidana, kesehatan fisik dan mental, keanggotaan organisasi)

Kaji afiliasi sosial dan profesi Anda – Anda pernah berpartisipasi di mana saja? Apa yang telah Anda capai dalam bidang bisnis maupun pemerintahan? Bagaimana hal ini bisa mencerminkan Anda? Periksa catatan Anda sebagai atasan – Kaji catatan Anda dalam mengangkat dan memberhentikan karyawan. Apakah ada *episode* atau situasi yang terkait dengan penyalahgunaan wewenang atau diskriminasi kepegawaian?

Pernyataan atau kegiatan publik apa yang pernah saya lakukan yang mungkin bisa menghantui saya? Apakah saya pernah berubah posisi akan suatu isu? Apakah saya telah merubah pola memilih saya? Apakah saya tidak mengikuti beberapa pemungutan suara penting?

Isi tabel berikut:

Latihan 2

Di mata pemilih, kekuatan saya adalah:	Di mata pemilih, kelemahan saya adalah:
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

3. Kandidat Lain

Anda akan berhadapan dengan lebih dari satu lawan pada Pilkada nanti dan tidak ada seorangpun yang bisa diabaikan. Anda harus mengenal mereka dengan baik supaya Anda bisa mengatakan kepada pemilih mengapa Anda lebih tepat dibandingkan kandidat lain. Isi tabel berikut ini untuk membantu Anda mengenal lawan Anda:

Latihan 3

Nama Kandidat, Partai	Kekuatan Kandidat	Kelemahan Kandidat	Alasan mengapa saya lebih tepat untuk dipilih
1.	1. 2. 3.	1. 2. 3.	1. 2. 3.
2.	1. 2. 3.	1. 2. 3.	1. 2. 3.
3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
4.	1. 2. 3.	1. 2. 3.	1. 2. 3.
5.	1. 2. 3.	1. 2. 3.	1. 2. 3.

4. Suara

Dalam UU Pilkada di Indonesia, memahami UU dan bagaimana kandidat dipilih dari daftar sangatlah penting dalam menentukan strategi. Masing-masing partai harus membuat target perolehan kursi; yakni jumlah maksimum kursi yang dapat diperoleh secara realistis untuk menang. Untuk menentukan target jumlah perolehan kursi, anda harus mempertimbangkan:

- Sejarah Pilkada ?
- Lingkungan Pilkada (apa mengarah ke *status quo* atau perubahan?)
- Kekuatan relatif partai dan kandidat lawan, dan
- Kekuatan relatif partai, organisasi pemilih dan kandidat.

Di bawah ini merupakan UU Pilkada pasal 107 mengenai penetapan calon terpilih dan pelantikan;

(1) Pasangan calon kepala daerah dan wakil kepala daerah yang memperoleh suara lebih dari 50% (lima puluh persen) jumlah suara sah ditetapkan sebagai pasangan calon terpilih.

- (2) Apabila ketentuan sebagaimana dimaksud pada ayat (1) tidak terpenuhi, pasangan calon Kepala Daerah dan Wakil Kepala Daerah yang memperoleh suara lebih 25% (dua puluh lima persen) dari jumlah suara sah, pasangan calon yang perolehan suaranya terbesar dinyatakan sebagai pasangan calon terpilih.
- (3) Dalam hal pasangan calon yang perolehan suara terbesar sebagaimana dimaksud pada ayat (2) terdapat lebih dari satu pasangan calon yang perolehan suaranya sama, penentuan pasangan calon terpilih dilakukan berdasarkan wilayah perolehan suara yang lebih luas.
- (4) Apabila ketentuan sebagaimana dimaksud pada ayat (2) tidak terpenuhi, atau tidak ada yang mencapai 25% dari jumlah suara sah, dilakukan pemilihan putaran kedua yang diikuti oleh pemenang pertama dan pemenang kedua.
- (5) Apabila pemenang pertama sebagaimana dimaksud pada ayat (4) diperoleh dua pasangan calon, kedua pasangan calon tersebut berhak mengikuti pemilihan putaran kedua.
- (6) Apabila pemenang pertama sebagaimana dimaksud pada ayat (4) diperoleh tiga pasangan calon atau lebih, penentuan peringkat pertama dan kedua dilakukan berdasarkan wilayah perolehan suara yang lebih luas.
- (7) Apabila pemenang kedua sebagaimana dimaksud pada ayat (4) diperoleh oleh lebih dari satu pasangan calon, penentuannya dilakukan berdasarkan wilayah perolehan suara yang lebih luas.

Sebagai contoh anda dapat melakukan latihan-latihan seperti yang telah tertulis dibawah ini.

Latihan 4

a. Menentukan Target Perolehan Suara (Vote Goal)

Dalam pemilihan langsung ini, tidak seperti dalam sistem daftar partai, kandidat dengan jumlah suara pemilih terbesar pada hari pemilihan adalah yang akan menjadi pemenangnya, meskipun tidak mayoritas. Untuk menentukan jumlah suara yang dibutuhkan untuk menang di daerah anda, anda perlu melihat beberapa faktor, yaitu:

- Jumlah kandidat yang dicalonkan dalam pemilihan
- Kekuatan relatif partai dan kandidat-kandidatnya
- Sejarah pemilihan di daerahnya
- Lingkungan pemilih (apakah itu membantu situasi sekarang atautkah merubah?), dan
- Kekuatan relatif partai anda, organisasi pemilihnya dan anda sebagai kandidat.

Untuk menentukan tujuan anda memilih , anda perlu mengikuti 4 (empat) langkah :

Langkah 1: **Poin-poin utama:** Mempelajari daerah pemilih yang berhubungan dengan :

- Jumlah pemilih
- Sejarah jumlah pemilih yang betul-betul mencoblos pada hari pemilihan
- Persaingan antar kandidat/partai-partai politik besar

Berapa banyak suara yang diperlukan agar kandidat terpilih?

Sebagai contoh, jika suatu daerah memiliki 100 suara, maka 75% suara akan keluar pada hari pemilihan dan terdapat 3 kandidat yang sama kuat, lalu kandidat dengan suara lebih dari 25% dari total jumlah suara akan memenangkan pemilihan pada hari pemilihan. Bagaimanapun juga, dalam skenario ini ada 2 kandidat yang sama kuat dan ketiga yang kita harapkan hanya menerima sekitar 5% dari suara yang hilang, dan untuk menang, kandidat memerlukan dukungan lebih dari 35% suara, atau 36 suara.

Jumlah suara di daerah pemilih saya _____

Hasil dari pemilihan ketiga terakhir di daerah pemilihan saya adalah _____

Jumlah kandidat dan kekuatan relatif di daerah pemilih saya adalah:

Poin Utama saya adalah: _____

(Catatan: ini harus berupa jumlah suara bukan dalam persen)

Langkah 2: Mempertimbangkan **situasi pemilihan**

- Apakah situasi ini akan mempertahankan keadaan yang sudah ada atau apakah akan berubah?
- Apakah situasi ini akan membantu atau tidak membantu anda sebagai kandidat?

Apabila ini tidak membantu anda, maka tambahkan 10-30% ke poin utama. Jika situasi ini membantu, kurangi 2-10% dari poin utama anda.

Situasi pemilihan yang tidak mendukung saya :

Poin utama saya _____ ditambah 10-30% = _____

Atau

Situasi pemilihan yang membantu saya :

Poin utama saya _____ dikurangi 2-10% = _____

Langkah 3: Pertimbangkan **partai politik lain dan kandidat-kandidatnya**:

Apakah mereka akan mengambil suara pemilih dari saya ataukah membantu saya dalam membawa simpati pemilih untuk saya (karena para pemilih sangat bertolak belakang dengan kandidat yang lain)?

Jika mereka mengambil suara pemilih dari anda, tambahkan 2-10% ke poin utama anda. Jika mereka membawa simpati para pemilih untuk anda, kurangi 2-5%.

Partai politik lain dan kandidat-kandidatnya di daerah saya dan pengaruhnya:

Mereka akan mengambil suara pemilih dari saya: _____

Poin utama saya ditambah 2-10%= _____

Atau

Mereka membawa para pemilih untuk anda: _____

Poin pertama saya dikurangi 2-5%= _____

Kesimpulan dari target jumlah suara:

Poin-poin utama+situasi pemilihan+Partai Politik lain = Target jumlah suara

Hal ini merupakan perkiraan dari jumlah suara yang akan anda perlukan untuk kemenangan anda pada hari pemilihan (pilkada).

Target jumlah suara untuk saya adalah: _____

#1. Agar aman, perencanaan yang strategis harus menambahkan 5% ke target perolehan suara Anda untuk mengantisipasi pendukung yang berhalangan hadir untuk memilih atau mereka yang salah dalam proses pencoblosan.

Saat Anda selesai dalam melakukan penjumlahan diatas, isilah kotak dibawah ini:

JUMLAH PENDUKUNG YANG DIPERLUKAN _____
--

5. Pemilih

Sekarang saya tahu jumlah suara yang dibutuhkan, pertanyaannya adalah: Dimana suara tersebut bisa diperoleh? Latihan ini disebut penentuan target. Anda bisa menentukan target secara demografis atau geografis. Kami menunjukkan bagaimana melakukan keduanya sebagai berikut:

a. Menentukan Target menurut Demografi

Masyarakat Indonesia terbagi menjadi beberapa kelompok, misalnya pelajar, pensiunan, perempuan, petani, dan sebagainya. Meskipun kelompok-kelompok tersebut sangat beragam, mereka memiliki satu hal yang sama, mereka mencari orang untuk membantu mereka dan mewakili mereka dalam lembaga politik.

Angka pada nomor **latihan 4** merupakan angka penting dalam kampanye anda karena ini adalah minimal suara yang Anda perlukan untuk memenangkan pilkada.

Tidak ada kandidat yang senang mengakuinya, namun seperti yang Anda kalkulasikan di latihan di atas, tidak semua orang akan memilih Anda. Namun hal itu wajar.

PETUNJUK: tidak semua orang harus memilih Anda untuk menang dalam pilkada. Tujuan Anda adalah untuk memenangkan pilkada, bukan meraih 100% suara.

Untuk menentukan siapa **PEMILIH ANDA YANG PALING PENTING**, tuliskan 10 kelompok yang akan memilih untuk Anda dan kalkulasikan berapa jumlah orang dalam kelompok tersebut.

Misalnya, kelompok pertama telah diisikan untuk Anda. Gunakan informasi dari **Latihan 4**.

Latihan 5A

A	B	C	D	E
Kelompok	Total % populasi	% dari kelompok tersebut yang kita raih	% total populasi yang dapat diyakinkan (BxC÷100)	Jumlah suara yang pasti dari kelompok. (D x #4 ÷100)
1. Pengemudi truk	1%	50%	0.5%	jika #4 adalah 50,000 = 250 suara
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
TOTAL:				TOTAL SUARA REALISTIS:

Seperti yang Anda lihat dari contoh di atas, memperoleh 50% suara dari pengemudi truk berarti meraih 250 suara.

Ketika semua suara bisa didapatkan berarti Anda memiliki **TOTAL SUARA REALISTIS**

TOTAL SUARA REALISTIS SAYA ADALAH _____

TOTAL SUARA YANG DIBUTUHKAN ADALAH _____

Dari informasi yang tersedia di **Latihan 4**, Anda mendapatkan gambaran akan berapa suara yang diperlukan.

Pertanyaan penting:	
<u>APAKAH TOTAL SUARA REALISTIS ANDA LEBIH BESAR DARI TOTAL SUARA YANG DIBUTUHKAN?</u>	
YA _____	TIDAK _____

Jika jawabannya **YA**, kondisi Anda bagus dan Anda bisa melanjutkan untuk mengikuti manual ini.

Jika jawaban Anda adalah **TIDAK**, penting bagi Anda untuk kembali ke **Latihan 4** dan mengidentifikasi kelompok lain yang dapat Anda yakinkan untuk memilih Anda. Anda mungkin harus mencari lebih dari 9 kelompok. Tambahkan baris Anda sendiri pada akhir halaman ini.

Setelah Anda mengidentifikasi jumlah pemilih yang cukup dan jawaban di atas adalah YA, lanjutkan ke **Latihan 6**.

A Kelompok	B Total % populasi	C % dari kelompok tersebut yang kita raih	D % total populasi yang dapat diyakinkan (BxC÷100)	E Jumlah suara yang pasti dari kelompok. (D x #4 ÷100)
11.				
12.				
13.				
14.				
TOTAL:				TOTAL SUARA REALISTIS:

b. Penentuan Target Geografis

Kami menggunakan informasi sebelumnya untuk menganalisa bagaimana orang memilih di daerah pemilihan tertentu. Kita ingin menganalisa informasi ini untuk mencari tahu kategori *poll* mana daerah pemilihan kita. *Poll*nya adalah

- Poll A = pendukung inti**
- Poll B = dapat diyakinkan**
- Poll C = mungkin dapat diyakinkan**
- Poll D = hampir tidak mungkin untuk diyakinkan**

Kita mengkategorikan daerah pemilihan kita dikalkulasikan melalui rasio suara yang diperoleh partai atau kandidat (setiap 10 suara) di lokasi tersebut. Terdapat dua set rasio, yang pertama digunakan untuk partai besar dan yang lain untuk partai kecil dan menengah. Partai besar adalah partai yang memperoleh persentase suara yang signifikan pada pemilu lampau. Partai yang tidak memperoleh persentase besar pada pilkada dianggap partai kecil atau menengah. Dua set rasio tersebut adalah:

Rasio untuk Partai Besar

- Poll A = 6+ dari 10 suara**
- Poll B = 4-5 dari 10 suara**
- Poll C = 2-3 dari 10 suara**
- Poll D = 0-1 dari 10 suara**

Rasio untuk Partai Kecil dan Menengah

- Poll A = 4+ dari 10 suara**
- Poll B = 2-3 dari 10 suara**
- Poll C = 1-2 dari 10 suara**

Poll D = 0-1 dari 10 suara

Untuk menganalisa poll, kita melakukan kalkulasi sebagai berikut: Bagi jumlah suara yang diperoleh partai/kandidat X 10 (yaitu tambahkan '0' untuk setiap suara yang diperoleh) dengan jumlah suara di daerah pemilihan tersebut.

Contoh: Partai X menerima 253 suara dari total 1,103 suara.

$$\frac{253}{1,103} \times \frac{X}{10} = \frac{2,530}{1,103} = 2.29 \text{ dari 10 suara} = \text{C Poll}$$

Mengetahui kategori poll dari lokasi tertentu dapat membantu kita merencanakan kegiatan kampanye secara lebih efektif. Jika kita simpulkan dari analisa kita bahwa lokasi itu termasuk Poll D, maka pemilih adalah basis dari lawan, oleh karena itu kita tidak akan memfokuskan kampanye di daerah itu sama sekali. Jika kita simpulkan bahwa sebuah lokasi adalah Poll A, kita melaksanakan kegiatan kampanye yang memastikan bahwa pemilih benar benar datang untuk memilih pada hari pemilihan. Jika kita menyimpulkan sebuah lokasi adalah poll B atau C, kegiatan kampanye kita akan terfokus pada mengkomunikasikan pesan kampanye yang menarik pemilih dan dapat mempengaruhi keputusan mereka dalam memilih.

Kaji hasil pemilu lalu dan laksanakan analisa poll. Anda mungkin memerlukan tabel yang lebih besar dari yang ada berikut.

Latihan 5B

No.Poll	# suara untuk partai saya	Total # suara	# suara per 10 suara	Kategori Poll
1 Ex.	253	1103	2.29	C
2				
3				
4				
5				
6				
7				
8				
9				
10				

Catatan: Jika batas daerah pemilihan berbeda dengan pemilihan yang lampau, Anda perlu menambahkan bobot pada batas baru daerah pemilihan tersebut agar latihan ini efektif; yaitu menyesuaikan data dari pemilu lalu dengan batas baru dengan memperkirakan persentase masing-masing penduduk di daerah baru. Membuat dua peta dapat membantu – satu dengan batas daerah pemilihan lama dengan warna berbeda untuk setiap kategori, dan satu lagi dengan batas daerah pemilihan baru.

6. Kelurahan

Setelah Anda mengetahui siapa yang akan memilih Anda, penting untuk mengidentifikasi di mana mereka berada. Anda tidak akan dapat bertemu dengan semua pemilih di daerah pemilihan Anda.

Tidak mungkin karena waktunya terbatas. Oleh karena itu, tidak ada gunanya kita berkampanye di semua daerah di mana PESAING UTAMA Anda dan keluarganya tinggal. Berapapun banyak **uang, orang, dan dana** yang Anda keluarkan di daerah pemilihan tersebut, Anda tetap akan kalah di situ.

Namun itu wajar. Yang harus Anda identifikasi adalah di mana tempat tinggal PEMILIH ANDA YANG PALING PENTING.

Pada kolom berikut, tuliskan kelompok yang telah Anda identifikasi di bagian 5 dengan jumlah suara terbanyak diberikan angka 1, yang terkecil diberikan angka 9.

PETUNJUK: Anda dapat memenangkan pilkada tanpa harus menang di semua kelurahan. Berkampanyelah di kelurahan di mana Anda bisa menang.

Kemudian, di kolom C, identifikasi **DAERAH** tempat tinggal semua atau sebagian besar anggota kelompok tersebut. Misalnya, jika salah satu dari kelompok yang Anda anggap sebagai PEMILIH yang PALING PENTING adalah pengusaha, mungkin mereka tinggal dan memilih di pusat kota.

Latihan 6

Nama Kelompok	Jumlah Suara	DAERAH #
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

Dari informasi di kolom C dan dari penentuan target geografis di latihan 5B, sekarang Anda tahu di mana harus memfokuskan SUMBER DAYA Anda. Dengan kata lain, Anda tahu di mana harus mengeluarkan **SDM, dana dan waktu**.

Pada kotak berikut, tuliskan beberapa daerah di mana Anda mengharapkan banyak suara dari sana. Mereka adalah DAERAH yang PALING PENTING.

DAERAH YANG PALING PENTING DI DAERAH PEMILIHAN SAYA ADALAH: _____

7. Isu

Semua pemilihan terkait dengan isu dan keputusan Anda untuk mewakili daerah pemilihan tertentu berarti Anda harus memahami benar permasalahan yang dihadapi masyarakat di daerah tersebut. Namun, memahami saja tidak cukup untuk memenangkan kampanye pemilu. Penting untuk menggunakan pengetahuan tersebut dan meyakinkan pemilih bahwa Anda memiliki solusi terbaik dari masalah yang mereka hadapi dan berusaha membuat hidup mereka lebih baik.

Riset independen yang telah dilaksanakan oleh berbagai organisasi nasional dan Internasional di Indonesia menunjukkan bahwa pemilih peduli akan permasalahan yang terkait dengan ekonomi, pendidikan dan korupsi.

Tuliskan isu/permasalahan yang penting bagi daerah pemilihan Anda:

Latihan 7

Kini, ingat siapa PEMILIH ANDA YANG PALING PENTING dan identifikasi 3 isu utama yang penting bagi mereka.

PETUNJUK: Pemilih ingin anda membahas 3 isu yang penting bagi mereka dan bukannya 10 isu acak yang tidak mengena. Kandidat yang lebih fokus biasanya menang.

1.

2.

3.

Di atas adalah TIGA ISU UTAMA, yaitu apa yang harus Anda bicarakan setiap hari mulai saat ini hingga hari pemilihan.

8. Pesan

Anda hampir siap untuk berkampanye. Sebelum Anda keluar dari pintu, Anda harus mengaitkan semua informasi Anda ke dalam paket yang terorganisir dengan baik, yang dapat diterima masyarakat yang Anda temui setiap hari. Dengan kata lain, Anda perlu sebuah PESAN. Sebuah PESAN menjawab pertanyaan, “Mengapa saya harus memilih Anda dan bukannya LAWAN

UTAMA Anda.”

Untuk menjawab pertanyaan tersebut seharusnya mudah, karena Anda mengetahui bahwa Anda adalah lebih baik dari LAWAN UTAMA Anda. Sayangnya, itu tidak cukup.

Anda harus meyakinkan PEMILIH ANDA YANG PALING PENTING. Dan ini adalah hal yang paling berat.

INGAT: Sebuah PESAN menjawab pertanyaan, “Mengapa saya harus memilih Anda dan bukannya LAWAN UTAMA Anda?”

Jangan lupa bahwa:

PESAN YANG BAIK ADALAH:

- JELAS dan SINGKAT – mudah dipahami
- MENARIK– terutama kepada pemilih yang akan diyakinkan
- KONTRAS – membedakan partai dan Anda dari kandidat dan partai lain
- MENYENTUH– ke apa yang paling penting bagi pemilih Anda
- DISAMPAIKAN SECARA KONSISTEN – berulang-ulang berulang-ulang dan...

Tidak semua orang di daerah pemilihan Anda mengenal nama Anda tapi pemilih harus mencoblos nama Anda pada hari pemilihan. Bagian dari pesan Anda adalah nama Anda dan partai Anda. Bahkan, hal pertama dan terakhir yang Anda sampaikan seharusnya adalah nama Anda dan partai Anda.

PETUNJUK: AWALI DAN AKHIRI PESAN ANDA DENGAN MENYAMPAIKAN KEPADA PEMILIH NAMA DAN PARTAI ANDA. PADA AKHIRNYA, MEREKA HARUS MENGINGAT NAMA DAN PARTAI ANDA DI TPS PADA HARI PEMUNGUTAN SUARA NANTI.

Di dalam kolom kosong yang ada di bawah ini, tuliskan pesan Anda.

Latihan 8

STOP. PESAN ANDA TIDAK BOLEH LEBIH PANJANG DARI TITIK INI.

PETUNJUK: Pesan Anda harus mencakup **NAMA, PARTAI** Anda dan **TIGA POIN PENTING** dan, mengingatkan bahwa Pilkada jatuh pada _____.

V. MENJANGKAU PEMILIH:

1. Rencana

Sekarang Anda tahu:

Berapa **TOTAL SUARA YANG DIPERLUKAN** untuk menang;

Kelompok mana yang menjadi **PEMILIH ANDA YANG PALING PENTING**;

DAERAH PALING PENTING di mana mereka tinggal;

TIGA ISU UTAMA yang akan Anda bicarakan;

Dan **PESAN** yang akan Anda sampaikan ke pemilih.

Ada satu hal lagi yang perlu dilakukan sebelum terjun berkampanye:

Menyusun **RENCANA MENJANGKAU PEMILIH** untuk menjangkau mereka.

Sayangnya, tidak ada orang dari **PEMILIH ANDA YANG PALING PENTING** yang tahu betapa baiknya jika Anda terpilih kecuali Anda menyampaikannya kepada mereka. Dan untuk meyakinkan **PEMILIH ANDA YANG PALING PENTING** bahwa Anda adalah kandidat terbaik, Anda perlu menyusun **RENCANA MENJANGKAU PEMILIH**, sekarang, sebelum Anda menyudahi **SESI STRATEGI**.

Tentu saja, terdapat berbagai cara untuk menghubungi pemilih Anda. Anda harus memilih cara terbaik untuk bekerja di **DAERAH PALING PENTING**.

Beberapa contoh **RENCANA MENJANGKAU PEMILIH**, yang berhasil adalah:

Pengiriman Literatur: Ini adalah ketika relawan mengirimkan brosur dari pintu ke pintu rumah. Jumlah relawan yang banyak bisa menjangkau daerah yang luas secara cepat.

Pembagian Literatur: Ini adalah ketika Anda, atau relawan, membagikan brosur di tempat di mana orang berkumpul, misalnya di pasar, pintu pabrik, stasiun kereta, universitas, halte bus, dsb.

Dari Rumah ke Rumah: Saat Anda, sang kandidat, mengunjungi pemilih di rumah mereka dan menyampaikan pesan secara pribadi. Ini adalah cara yang sangat efektif dan setiap kandidat harus memasukkannya sebagai bagian kampanye.

Penampilan Publik: Apapun yang menarik perhatian termasuk billboards di jalan, tanda di rumah, poster di tiang lampu, stiker di mobil, relawan melambai di jalan raya

Merchandise/Pernak-Pernik: adalah benda dengan nama kandidat, seperti pena, gelas, kaos, dsb.

Jamuan Teh dan Kue: Ini adalah pertemuan di mana Anda dan pendukung Anda mengundang temannya untuk bertemu Anda, sang kandidat. Anda tidak perlu di sana sepanjang waktu, namun kunjungi dan temui mereka, sampaikan pesan Anda, dan lanjutkan.

Acara Besar: Program ini menggabungkan banyak orang dan merupakan kesempatan untuk menemui mereka sekaligus. Ide untuk acara besar termasuk konser, hari keluarga, atau perayaan hari libur nasional bersama. Kampanye Anda setidaknya harus mengadakan satu acara besar.

Iklan Media: Iklan di surat kabar, radio, dan televisi lokal yang meliput Anda sebagai kandidat.

Liputan Gratis: Ini adalah ketika surat kabar, radio, dan televisi lokal meliput Anda. Cara untuk mendapatkan liputan gratis adalah dengan mengadakan konferensi pers yang menarik, mengirimkan *press release* dan secara umum, mengadakan kampanye yang baik dan menarik.

Pada kolom berikut, pertimbangkan beberapa RENCANA MENJANGKAU PEMILIH yang dapat digunakan di daerah pemilihan Anda.

Latihan 9

RENCANA MENJANGKAU PEMILIH	KETERANGAN
1. Penelitian dari rumah ke Rumah	
2.	
3.	

Memilih rencana menjangkau pemilih, seperti halnya bagian kampanye yang lain, bergantung pada jenis kampanye yang diadakan.

Dan, seperti yang dicatat di awal manual ini, jenis kampanye Anda akan bergantung pada jumlah **waktu, orang dan dana** yang tersedia.

Pada tabel berikut, kalkulasikan cara terbaik menjangkau pemilih dalam kampanye:

Latihan 10

RENCANA PERTEMUAN DENGAN PEMILIH	JUMLAH WAKTU	JUMLAH ORANG	JUMLAH DANA	YA atau TIDAK
Pengiriman Literatur				
Pembagian Literatur				
Rumah ke Rumah				YA
Penampilan Publik				
Merchandise/Pernak Pernik				
Teh dan Kue				
Acara Besar				
Liputan yang Dibeli				
Liputan Gratis				
Gagasan Lain				
1.				
2.				
3.				

2. Jadwal

Setelah Anda memiliki RENCANA MENJANGKAU PEMILIH, Anda perlu melengkapinya dengan JADWAL KONTAK TERKOORDINASI.

JADWAL KONTAK TERKOORDINASI membantu Anda melihat informasi apa saja yang diterima pemilih Anda dan memastikan bahwa setiap elemen di dalam RENCANA MENJANGKAU PEMILIH, terkait satu sama lain. Cara terbaik melakukan ini adalah secara mundur.

Pada hari **Acara Besar** pastikan bahwa Anda bertemu orang sebanyak mungkin dari mereka yang datang ke konser.

Pada kalender, JADWAL KONTAK TERKOORDINASI akan tampak sebagai berikut:

TANGGAL	Pengiriman Literatur	Penampilan Publik	Iklan Media
June 7	Daerah: 1,2,		
June 8	Daerah: 3,4,		
June 9	Daerah: 6,7,		
June 10	Daerah: 9,11		
June 11	Daerah: 12, 13		
Juni 12	Daerah: 17, 18		
Juni 13	Daerah: 19, 20		
Juni 14		Daerah: 1, 2,3,4	
Juni 15		Daerah: 6, 7, 9, 11	
Juni 16		Daerah: 12, 13, 17	
Juni 17		Daerah: 19, 20	
Juni 18			Daerah: Semua
Juni 19			Daerah: Semua
Juni 20			Daerah: Semua
Juni 21	ACARA BESAR	ACARA BESAR	ACARA BESAR

VI. KALENDER KANDIDAT

Jika Anda memiliki strategi, strategi ini perlu dituliskan. Jika tidak ditulis, di atas kertas dan menggunakan tinta, maka Anda tidak akan memiliki strategi. Manual ini dirancang untuk membantu Anda: membuat kalkulasi dan menuliskan strategi Anda.

Namun, cara terbaik untuk mendokumentasikan strategi dan mengatur informasi yang ada adalah untuk menggunakan KALENDER KANDIDAT. Anda, sebagai kandidat, harus memiliki kalender harian, mingguan, dan bulanan sebelum pilkada.

Kalender kalender berikut merupakan alat penting dalam mengatur strategi yang telah Anda kembangkan secara hati hati.

1. Kalender Kandidat Harian

Kalender harian Anda sebaiknya mencakup 24 jam sehari dan semuanya harus terisi.

Hal ini berarti bahwa selama kampanye Anda berlangsung, setiap jam dalam keseharian Anda harus dijadwalkan termasuk tidur dan makan dan bertemu dengan staf kampanye Anda.

PETUNJUK: Semua waktu Anda harus dijadwalkan sedikitnya 2 hari sebelumnya.

Kandidat yang paling berhasil memulai hari mereka sebelum pukul 7:00 sementara yang lain masih tidur. Hal ini adalah waktu yang tepat untuk bertemu dengan orang atau mereka yang mengendarai kendaraan umum. Ingat, jika Anda sudah tampil sebelum pukul 7:00 di pagi hari dan bertemu orang, PEMILIH Anda Yang PALING PENTING akan sangat terkesan terhadap dedikasi Anda.

Namun pagi hari adalah awal dari hari anda. Jadwalkan hari Anda secara penuh dan temui sebanyak mungkin orang. Pikirkan mengenai apa yang terjadi di sepanjang hari di daerah pemilihan Anda dan di mana orang berada. Anda harus ada di sana juga.

KALENDER KANDIDAT HARIAN ditujukan untuk Anda agar dikopi dan digunakan. Anda paling tidak harus membuat 60 kopi, baik dengan fotokopi atau tulisan tangan, dan pastikan bahwa Anda punya satu, setiap hari. Pastikan ada salinan kedua di kantor pusat kampanye Anda supaya tim kampanye Anda tahu keberadaan Anda setiap waktu.

Terdapat isian yang harus diisi, mengenai di mana Anda berada. Pada bagian KEGIATAN, tuliskan jenis RENCANA MENJANGKAU PEMILIH yang akan dilaksanakan.

Harap dicatat bahwa Anda sebaiknya tidak pernah sendirian. Sebagai seorang kandidat, Anda harus didampingi seseorang yang membantu, baik membawa brosur Anda maupun mencatat berapa pemilih yang telah ditemui.

KALENDER KANDIDAT UNTUK: Hari / / /

WAKTU	TEMPAT	KEGIATAN	didampingi oleh:	#pemilih
7 pagi				
8 pagi				
9 pagi				
10 pagi				
11 pagi				
12 siang				
1 siang				
2 siang				
3 sore				
4 sore				
5 sore				
6 sore				
7 malam				
8 malam				
9 malam				
10 malam				
11 malam				
12 malam				
1 pagi				
2 pagi				
3 pagi				
4 pagi				
5 pagi				
6 pagi				

Catatan:

2. Kalender Mingguan Kandidat

Kalender mingguan Anda tidak perlu sama rincinya seperti kalender harian Anda. Namun hal ini bukan berarti kalender mingguan tidak begitu penting.

Kalender Kandidat Mingguan Anda sangat bermanfaat karena ini adalah alat bagi Anda untuk menentukan prioritas Anda jauh hari sebelumnya. Ini akan memberikan gambaran mengenai kesibukan Anda nantinya dan Anda akan dapat melihat hal apa saja yang masih bisa dikerjakan.

Oleh karena itu, kalender mingguan Anda memastikan bahwa Anda menjadwalkan waktu untuk unsur-unsur terpenting dari kampanye Anda dan menghapus hal-hal yang akan membuang waktu.

PETUNJUK: Gunakan Kalender Kandidat Mingguan Anda untuk menentukan prioritas kegiatan minggu ini

Kegiatan utama yang direncanakan sebaiknya tercatat dalam Kalender Mingguan Anda yakni RENCANA MENJANGKAU PEMILIH yang melibatkan Anda, sang kandidat. Hal ini berarti jika ada tiga kegiatan menjamu teh dan kue pada Selasa sore, kegiatan ini harus ditulis pada kotak yang sesuai.

Rincian alamat di mana penjamuan teh dan kue diselenggarakan dan siapa yang akan mendampingi Anda, harus dituliskan di Kalender Kandidat Harian Anda. Kalender Mingguan dan Harian harus sinkron.

PETUNJUK: Kalender Mingguan dan Kalender Harian harus sinkron

Terdapat 21 kotak di kalender mingguan, dan semuanya perlu diisi sesuai dengan kegiatan yang dilakukan. Anda memilih sebagai seorang kandidat, dan menjadi seorang kandidat berarti Anda tidak akan punya banyak waktu untuk istirahat.

Tentu saja, tidak ada orang yang bisa bekerja tanpa istirahat. Berita baiknya adalah Anda sebaiknya menggunakan Kalender Mingguan Anda untuk menjadwalkan waktu istirahat Anda juga. Hal ini penting supaya saat Anda sudah menjadwalkan waktu istirahat dan waktu keluarga, tim kampanye Anda perlu memahami bahwa ini adalah bagian dari jadwal dan tidak akan mengganggu waktu istirahat Anda.

Luangkan 3 kotak di kalender mingguan untuk istirahat. Istirahat akan menjaga Anda tetap prima dan mengetahui kapan waktu istirahat Anda berikutnya, dari Kalender Mingguan, akan memberikan sesuatu yang bisa diharapkan.

Buat salinan Kalender Kandidat Mingguan, baik melalui fotokopi atau digambar, isi, dan simpan. Dan jangan lupa untuk memastikan kantor pusat memiliki salinannya juga.

PETUNJUK: seluruh 21 kotak di Kalender Kandidat Mingguan harus diisi dan 3 dari kotak yang ada sebaiknya dialokasikan untuk istirahat atau waktu bersama keluarga.

KALENDER KANDIDAT YANG DIMULAI PADA:
tanggal ____ --- ____

Waktu	SENIN	SELASA	RABU	KAMIS	JUMAT	SABTU	MINGGU
Pagi							
siang/sore							
Malam							

Catatan :

3. Kalender Kandidat Bulanan

Kalender Bulanan lebih sering disebut sebagai Kalender Kampanye daripada Kalender Kandidat karena kalender ini mencakup kegiatan kampanye secara keseluruhan, tidak hanya kegiatan Anda, sang kandidat.

Kalender Kampanye bulanan digunakan untuk melihat Kampanye secara keseluruhan dan memberikan peluang kepada Anda untuk melihat kembali bagian mana dari strategi Anda yang telah tercapai dan bagian mana yang masih perlu dilakukan. Seperti yang Anda ketahui sekarang, semua JADWAL KONTAK TERKOORDINASI memiliki banyak elemen di dalamnya dan Kalender Kampanye Bulanan memastikan semua elemen terselesaikan tepat waktu.

PETUNJUK: Menyusun rencana dari apa yang harus diselesaikan kemudian merurutnya secara mundur adalah cara yang terbaik.

Menyusun rencana dari apa yang harus diselesaikan kemudian merurutnya secara mundur adalah cara yang terbaik. Misalnya, jika Anda berencana membagikan brosur dan mengadakan konferensi pers, Kalender Kampanye Bulanan Anda sebaiknya mencakup:

- **Tenggat waktu untuk rancangan brosur kampanye.** Supaya bisa dicetak tepat waktu
- **Mencetak brosur kampanye.** Supaya siap tepat waktu.
- **Melatih relawan yang membagikan brosur.** Supaya mereka bisa mulai bekerja saat brosur siap.
- **Mengambil brosur dari percetakan.** Untuk diberikan kepada relawan agar dibagikan.
- **Relawan membagikan brosur (daerah harus diidentifikasi).** Supaya PEMILIH ANDA yang PALING PENTING mengetahui ACARA BESAR Anda.
- **Menyiapkan materi untuk Konferensi Pers.** Supaya Anda memberikan sesuatu kepada media.
- **Menghubungi Media untuk Konferensi Pers.** Supaya media menerima informasi.
- **Konferensi pers** Dan seterusnya.

Sebuah versi Kalender Kampanye Bulanan tercakup dalam manual ini dan Anda bisa menggunakannya. Namun, Kalender Kampanye bulanan yang efektif sebaiknya dicetak dalam huruf besar di dinding sehingga dapat dilihat semua orang di kantor pusat. Kalender bulanan sebaiknya juga disertakan dengan jumlah hari tersisa hingga hari pemilihan supaya semua orang tahu berapa banyak waktu yang tersisa.

PETUNJUK: buat Kalender Kampanye Anda sebesar mungkin dan letakkan di tempat yang mudah terlihat semua orang di kantor pusat.

Sebagai contoh, Propinsi Jambi akan mengadakan pilkada untuk Gubernur dan wakil Gubernur yang akan diadakan pada tanggal 26 Juni 2005. Jadwal kandidat dapat dibuat seperti dibawah ini;

Jadwal kandidat satu bulan yang dimulai pada: **28 Mei**

MINGGU	SENIN	SELASA	RABU	KAMIS	JUMAT	SABTU
						Mei 28 -30
Mei 29 -29	Mei 30 -28	Mei 31 -27	Jun 1 -26	Jun 2 -25	Jun 3 -24	Jun 4 -23
Jun 5 -22	Jun 6 -21	Jun 7 -20	Jun 8 -19	Jun 9 -18	Jun 10 -17	Jun 11 -16
Jun 12 -15	Jun 13 -14	Jun 14 -13	Jun 15 -12	Jun 16 -11	Jun 17 -10	Jun 18 -9
Jun 19 -8	Jun 20 -7	Jun 21 -6	Jun 22 -5	Jun 23 -4	Jun 24 -3	Jun 25 -2
Jun 26 -1 X Hari Pilkada !						

Catatan:

VII. KAMPANYE: KONTAK LANGSUNG

Setelah Anda mengembangkan strategi kampanye, Anda bisa keluar dan bertemu dengan pemilih Anda. Manual ini tidak dapat membuat Anda lebih cantik atau lebih pandai, namun manual ini dapat memberikan tips yang dapat membantu Anda.

1. Ke mana saya harus pergi?

Ini adalah pertanyaan yang baik, yang harus ditanyakan oleh semua kandidat di dunia terhadap diri sendiri. Anda sudah siap, karena Anda telah mengidentifikasi Daerah yang Paling Penting. Kini, dengan mengingat Daerah yang Paling Penting tersebut, Anda perlu pergi ke daerah di mana ada banyak, banyak sekali orang. Yang paling penting, Anda ingin pergi ke tempat di mana Pemilih Anda yang Paling Penting berada. Jangan tunggu mereka untuk menghampiri Anda. Anda harus pergi dan menjemput mereka.

Tempat yang baik untuk bertemu orang pada pagi hari adalah di halte bus. Pada tabel berikut, tuliskan 5 tempat di mana Pemilih Anda yang Paling Penting berada dan waktu yang tepat untuk bertemu mereka di sana.

Latihan 11

TEMPAT	WAKTU
1.	
2.	
3.	
4.	
5.	

2. Dari RUMAH ke RUMAH

Satu tempat di mana Anda dapat menemukan orang adalah di rumah mereka dan RENCANA MENJANGKAU PEMILIH yang efektif di Los Angeles hingga Bombay adalah mengunjungi pemilih dari rumah ke rumah.

Metode ini baik karena:

Tidak membutuhkan banyak biaya;

Menunjukkan kepada pemilih bahwa Anda peduli hingga mau bertemu mereka;

Memberikan umpan balik mengenai pandangan masyarakat terhadap Anda

Teknik dari rumah ke rumah ini baik bagi kampanye Anda, dan sebaiknya Anda memasukkannya ke dalam Rencana Kampanye yang Terkoordinasi. Ketika Anda menggunakan teknik ini, ingat bahwa:

→Pakai tanda pengenal di kemeja Anda di mana nama dan partai Anda tertera di sana, sehingga pemilih dapat mengidentifikasi Anda sebagai seorang kandidat.

- Tempelkan poster di daerah tersebut sebelum kunjungan sehingga pemilih tahu bahwa Anda datang dan waktu kunjungan.
- Alokasikan sedikit waktu saja, misalnya 2 menit di setiap rumah, ada banyak rumah yang harus dikunjungi.
- Kunjungi rumah ke rumah pada siang hari, tapi jangan kunjungi rumah saat makan. Tidak ada yang suka diganggu saat makan.
- Selalu ajak seorang asisten. Kunjungan dari rumah ke rumah adalah tugas berat, maka sebaiknya ditemani. Asisten juga dapat membantu jika pemilih memiliki anjing yang tidak menyukai Anda.
- Berikan sesuatu kepada pemilih. Semua orang suka hal yang baru. Pastikan Anda meninggalkan sesuatu, seperti brosur, supaya mereka mengingat Anda.
- Kenakan pakaian yang nyaman. Ingat Anda akan berjalan jauh. Pakai sepatu yang nyaman.

PETUNJUK: Ingat bahwa pemilih berbicara satu sama lain, dan semakin banyak pemilih yang Anda kunjungi, semakin banyak mereka akan berbicara mengenai kandidat yang bekerja keras untuk mendapatkan suara Anda.

3. Apa yang sebaiknya saya katakan?

Manual ini telah membantu Anda mengembangkan Pesan. Pesan Anda adalah apa yang ingin Anda komunikasikan dengan pemilih saat Anda bertemu mereka.

Satu hal yang perlu dipertimbangkan adalah berlatih menyampaikan pesan Anda dengan keluarga, teman dan staf kampanye Anda. Mereka akan memberikan saran dan mengatakan apa yang sudah tepat dan apa yang perlu diperbaiki.

Naskah mengenai apa yang dapat Anda sampaikan saat kunjungan rumah adalah seperti ini:

Halo Bapak/Ibu tetangga, nama saya Ririn dan saya mengunjungi Anda atas nama Partai NDI.

Kami percaya bahwa Indonesia sudah di jalan yang benar namun masih banyak yang harus dilakukan. Saat membantu keluarga yang bekerja dalam mengelola anggaran rumah, kami tahu itu bukan pekerjaan mudah, namun semakin hari semakin baik. Kami berikrar untuk mengutamakan kebutuhan keluarga yang bekerja dan anak anak mereka.

Dapatkan Partai NDI dan saya, Ririn, mengandalkan dukungan Anda pada hari pemungutan suara?

Ingat, naskah yang efektif selalu mencakup nama Anda, nama partai Anda, pesan Anda dan pertanyaan langsung kepada pemilih mengenai pilihan mereka. Anda bisa mencakup pernyataan pesan lanjutan atau jika pemilih masih ragu, tinggalkan materi tambahan untuk dibaca sebelum Anda kembali.

Dan sebaiknya, setiap kunjungan diakhiri dengan “terima kasih”, apapun pilihan si pemilih.

4. Bagaimana saya menyampaikannya?

Saran terbaik saat bertemu pemilih adalah bersikap tulus. Jika pemilih tahu bahwa Anda mendengarkan dan memahami mereka, Anda dapat meraih suara mereka. Poin lain untuk diingat adalah:

Bersikap sopan dan ramah. Pemilih ingin tahu bahwa orang yang mewakili mereka adalah orang baik. Bersikaplah sopan dan ramah kepada pemilih Anda, bahkan kepada mereka yang tidak bersikap sopan terhadap Anda sekalipun.

Susun Rencana: Ketahui lebih dulu apa yang ingin Anda sampaikan dan tetaplah konsisten pada pesan Anda.

Senyum: Tersenyum sangat berarti dalam upaya membuat pemilih menyukai Anda. Dan pemilih perlu menyukai Anda sebelum mereka memilih untuk Anda.

Kontak Mata, Kontak Tangan: Pastikan Anda memandang pemilih di matanya, sebagai orang sederajat, dan saat Anda menjabat tangannya, pastikan bahwa jabatan tangan tersebut meyakinkan dan tulus.

Postur: Berdiri tegak, tampak kuat, percaya diri dan positif. Posisi tangan harus dalam kondisi nyaman saat Anda berdiri.

Pakaian: Pakai pakaian yang sesuai dengan pejabat publik yang mengunjungi daerah pemilihan asalnya. Jika hal ini berarti memakai dasi dan jas, pakailah. Jika ini berarti tidak memakai jas dan dasi, jangan pakai.

Bersikap Jujur: Jika ada yang bertanya kepada Anda dan Anda tidak tahu jawabannya, jangan mengarang. Anda bisa menjawabnya nanti. Pastikan asisten Anda mencatat dan menuliskan nama dan alamat orang yang ingin berbicara dengan Anda atau jika ada tindak lanjut yang perlu dilakukan.

INGAT: Yang paling penting bagi kandidat adalah ketulusan. Pastikan bahwa Pemilih Anda yang paling penting mengetahui bahwa Anda benar-benar peduli akan permasalahan mereka.

VIII. KAMPANYE: BROSUR DAN POSTER

Brosur yang akan Anda bagikan kepada pemilih dan poster yang akan ditempelkan di bangunan dan lampu jalan merupakan cara yang efektif untuk menjangkau pemilih secara cepat. Jika Anda ingin elemen RENCANA MENJANGKAU PEMILIH ini menjadi sangat efektif, Anda harus menyadari bahwa sebagian besar orang hanya melihat brosur dan poster secara sepintas, oleh karena itu apa yang mereka lihat pertama adalah apa yang mereka ingat. Dengan mengingat bahwa orang hanya melihat poster dan brosur sepintas lalu, adalah tugas Anda untuk memastikan bahwa informasi yang mereka ingat adalah informasi yang paling penting. Dan yang harus diingat orang adalah **NAMA, PARTAI ANDA DAN NOMOR DI SURAT SUARA**.

PETUNJUK: PASTIKAN BAHWA NAMA, PARTAI ANDA DAN NOMOR DI SURAT SUARA ADALAH HAL YANG DIINGAT ORANG DARI LITERATUR KAMPANYE ANDA.

Ketika Anda merancang poster dan brosur:

Harus jelas. Pastikan bahwa nama Anda tertulis besar dan tebal dan logo partai Anda sama di setiap literatur yang dibagikan. Jangan berikan terlalu banyak informasi pada literatur. Tetaplah pada informasi yang paling penting: **NAMA DAN PESAN Anda**.

Gambar yang bagus. Sebuah gambar akan memberikan kesan bagi Anda dan gambar yang bagus dapat memberikan perubahan pada kampanye Anda. Foto Anda sedang melakukan sesuatu, misalnya, berbicara di depan umum atau melambai kepada pendukung, adalah lebih baik dibandingkan dengan gambar kepala saja.

Jelas dan bagus. Jangan buang banyak uang untuk membuat literatur yang menggunakan kertas mengkilap. Yang penting literatur jelas dan bagus.

Kreatif itu Bagus. Coba dan buat literatur kampanye Anda berbeda dengan lawan Anda.

Sertakan alamat Anda. Pastikan bahwa setiap literatur yang keluar tertera informasi, nama dan alamat jelas. Jika pemilih ingin menghubungi Anda, Anda harus membuatnya mudah bagi mereka.

INGAT: Pastikan bahwa setiap literatur kampanye Anda disertai nomor telpon dan alamat.

IX. DAFTAR ISTILAH

Sesi Strategi Tetap: Yaitu pertemuan di mana Anda, kandidat, dan manajer kampanye beserta pelaku kunci lain dalam kampanye Anda duduk bersama dan menyusun rencana serangan agar Anda terpilih. Pertemuan ini membahas hal-hal secara rinci yang mempertimbangkan lingkungan pemilu dan sumber daya kampanye Anda. Manual ini akan sangat bermanfaat bagi Sesi Strategi Tetap Anda. Sebagai panduan, sebagai kandidat Anda sebaiknya tidak menghabiskan waktu lebih dari satu jam sehari di kantor pusat kampanye setelah Sesi Strategi Tetap ini.

Manajer Kampanye: Manajer Kampanye bertanggung jawab atas kampanye secara

keseluruhan dan harus merupakan seseorang, yang Anda, sebagai kandidat, percayai sepenuhnya.

Jumlah Suara yang Dibutuhkan: Terkait dengan jumlah orang yang diperlukan untuk memilih Anda pada hari pemilihan supaya Anda dapat terpilih.

Pemilih yang Paling Penting: Pemilih Anda yang Paling Penting datang dari kelompok ini di masyarakat yang ingin Anda menang dan yang akan mendukung Anda di hari pemilihan.

Daerah yang Paling Penting: Merupakan daerah tempat tinggal Pemilih Anda yang Paling Penting.

Tiga Isu Utama: Merupakan permasalahan yang paling penting bagi Pemilih Anda yang Paling Penting. Anda akan berbicara mengenai Ketiga Isu Utama ini setiap hari.

Pesan: Pesan Anda merupakan jawaban atas pertanyaan: Mengapa saya harus memilih Anda dan bukan Pesaing Utama Anda? Pesan harus sesuai konteks, jelas dan singkat, menarik, membandingkan, mengaitkan, dan disampaikan secara konsisten

Rencana Menjangkau Pemilih: Cara Anda berkomunikasi dengan Pemilih yang Paling Penting untuk meyakinkan bahwa Anda adalah kandidat terbaik. Metode yang ada mencakup pengiriman literatur, pembagian literatur, dari rumah ke rumah, penampilan publik, pembagian pernak pernik, teh dan kue, liputan media yang dibayar dan yang gratis.

Jadwal Kontak yang Terkoordinasi: Cara terbaik untuk menelusuri informasi apa yang sampai kepada Pemilih Anda yang Paling Penting dan memastikan bahwa elemen d dalam Rencana Menjangkau Pemilih terkait satu sama lain dan bekerja beriringan.

CATATAN:

Press Release

VOTERS HOPE THE NEWLY ELECTED BUPATI IS ABLE TO INCREASE THE QUALITY OF LIFE

4 June 2005

Voters in the first direct local election in Indonesia, Kutai Kartanegara, East Kalimantan hope the result of the election will increase their quality of life. Therefore, the program and capability of candidates became the most important value in determining their votes, according to a survey of voters' attitudes conducted on Election Day by Pokja 30 in cooperation with National Democratic Institute for International Affairs (NDI).

For instance, 20,18% respondents who identified themselves as supporters of the Sofyan Alex - Irkham ticket voted for them because they believed the pair was putting forward a good platform, 20,18% because they felt the pair are honest and 10,31% considering their abilities.

In comparison, 22,5% supporters the pair Tajuddin Noor – Djabar ticket decided to vote for them because of their honesty, 15% because of their abilities, and 10% because of programs they offered. Meanwhile, 22,71% supporters of candidate pair Syaukani – Aspar voted because of his experience, 19,1% voted because of programs they offered, and 17,69% considered his capability.

The advantages that are enjoyed by any incumbent, were also enjoyed by Syaukani. 80,93% voters who voted based on candidate's experience, 62,61% voters who voted based on charisma, and more than 50% who voted based on capability and programs offered, elected for candidate pair Syaukani – Aspar.

In looking at voters who considered honesty the primary value in determining their choice, supporters of Aji Sofyan Alex and Syaukani have a similar proportion 38,66% and 37,82%, respectively.

60,83% of respondents think that result of this election will have an impact on improving their quality of life. There are four urgent matters that need to be resolved quickly, two of them economically-related: 19,84% said the basic price of goods needs to be stabilized, 16,40% said that environmental quality needs to be improved, 16,35% want education and health care costs to be reduced, and 15,94% said that more jobs need to be created.

This survey was conducted among 1720 respondents interviewed throughout Kutai Kartanegara. This sample is based on the Quick Count sample of 191 polling stations selected randomly according to an internationally-accepted standard. The margin of error for the Quick Count $\pm 2\%$, with sample confidence level at 95%.

Pokja 30 (Forum Himpunan Kelompok Kerja 30) is a non-governmental, non-profit and independent organization founded in 1999 to work on public policy issues. Since its foundation, *Pokja 30* has conducted many activities related to public policy including research on the quality of Water Services in Samarinda and Tenggarong Cities. *Pokja 30* has also conducted analyses of the City of Samarinda and East Kalimantan Province budgets. *Pokja 30* also conducted a voter behaviour survey during the Indonesian legislative elections in 2004 using

an Exit Poll method, and a survey on voter perception and preference regarding the political platforms of the presidential candidates in Samarinda.



The National Democratic Institute for International Affairs (NDI) is an independent, non-partisan, non-profit organization based in Washington, DC that has been working for more than twenty years to strengthen and expand democracy worldwide. Working with local partners, NDI has conducted Quick Counts in more than two dozen countries including in Indonesia's National Elections in 2004.

For Further information please contact:

Kahar Al Bahri (POKJA 30) 08164573618, 0541 741052

www.jurdil.org

Table 1: Voters consideration to pairs of Bupati Candidates

<i>Consideration to vote candidates</i>	<i>Sofyan Alex – HM Irkham</i>	<i>Tajuddin Noor – A. Djabar</i>	<i>Syaukani - Syamsuri</i>	<i>Abstain</i>	<i>Not Respond</i>	<i>Total</i>
Read/ know about his programs	29.30%	2.55%	55.73%	0.00%	12.42%	100%
Honesty	38.66%	7.56%	37.82%	0.00%	15.97%	100%
Capability	17.34%	4.43%	59.78%	0.00%	18.45%	100%
Charisma	17.39%	3.48%	62.61%	0.00%	16.52%	100%
Pragmatic	33.33%	16.67%	50.00%	0.00%	0.00%	100%
Faith	60.00%	0.00%	30.00%	0.00%	10.00%	100%
Public speaking skill	58.33%	4.17%	37.50%	0.00%	0.00%	100%
Affiliation with a political party	22.22%	16.67%	50.00%	0.00%	11.11%	100%
Experience	7.00%	1.56%	80.93%	0.00%	10.51%	100%
Family choice	29.41%	3.92%	58.82%	0.00%	7.84%	100%
Dislike the other candidate	48.28%	3.45%	24.14%	0.00%	24.14%	100%
Money politics	0.00%	0.00%	100.00%	0.00%	0.00%	100%
Others	41.61%	6.99%	40.56%	0.35%	10.49%	100%
Not respond	15.66%	7.23%	28.92%	1.20%	46.99%	100%

Table 2: Voters consideration to elect pairs of Bupati candidates

<i>Consideration to vote candidates</i>	<i>Sofyan Alex – HM Irkham</i>	<i>Tajuddin Noor – A. Djabar</i>	<i>Syaukani - Syamsuri</i>	<i>Abstain</i>	<i>Not Respond</i>
Read/ know about his programs	20.18%	10.00%	19.10%	0.00%	15.23%
Honesty	20.18%	22.50%	9.83%	0.00%	14.84%
Capability	10.31%	15.00%	17.69%	0.00%	19.53%
Charisma	4.39%	5.00%	7.86%	0.00%	7.42%
Pragmatic	0.44%	1.25%	0.33%	0.00%	0.00%
Faith	1.32%	0.00%	0.33%	0.00%	0.39%
Public speaking skill	3.07%	1.25%	0.98%	0.00%	0.00%
Affiliation with a political party	0.88%	3.75%	0.98%	0.00%	0.78%
Experience	3.95%	5.00%	22.71%	0.00%	10.55%
Family choice	3.29%	2.50%	3.28%	0.00%	1.56%
Dislike the other candidate	3.07%	1.25%	0.76%	0.00%	2.73%
Money politics	0.00%	0.00%	0.87%	0.00%	0.00%
Others	26.10%	25.00%	12.66%	50.00%	11.72%
Not respond	2.85%	7.50%	2.62%	50.00%	15.23%
Total	100%	100%	100%	100%	100%

Table 3 : Why the Voters voted

Voters believe that the election will have an impact on improving their quality of life		
	Frequency	Percent
Yes	1042	60,83%
No	671	39,17%
Total	1713	100,00%

Table 4 : Important Agenda that needs to be tackled by the newly elected Bupati

Urgent matters that need to be resolved by the newly elected Bupati	Frequency	Percent
Stabilize the basic price of goods	341	19,84%
Reduce education & health care costs	281	16,35%
Create more jobs	274	15,94%
Put on trial corruptors / corruption, coalition and nepotism actors	89	5,18%
Reduce crime rates	14	0,81%
Reduce foreign debt	13	0,76%
Prevent foreign intervention	2	0,12%
Improve the unity of people	30	1,75%
Improve environmental quality	282	16,40%
Others	285	16,58%
Not respond	108	6,28%
Total	1719	100,00%

Embassy Row

By James Morrison

'Welcome to politics'

A leading proponent of women's rights in Indonesia got a hard lesson in politics when she ran for parliament last year.

Gefarina Djohan was deputy leader of her National Awakening Party, and her name was second on the party list. She campaigned tirelessly in her district, visiting the homes of 150,000 voters. She was confident of victory.

However, after the votes were counted, her party qualified for only one seat. And the party leader, a man who never campaigned in the district, went to parliament.

"My campaigning and canvassing were not enough. Welcome to politics," Mrs. Djohan told a luncheon crowd of mostly female political activists in Washington yesterday.

"But like many women who ran and did not win, I have redoubled my work in the party. I prefer not to think of this as losing, but as an investment in my political future."

She may have lost the election, but she won the respect of the National Democratic Institute for International Affairs (NDI), which presented her with the first **Madeleine K. Albright** Grant to further her work for women's rights in the world's most populous Muslim nation.

Mrs. Djohan received the grant for her leadership of the Women's Political Caucus of Indonesia.

She credited the NDI for "helping us create something new in the world: an organization that cuts across every party, every region and every community, an organization to enhance the political participation of all women."

Mrs. Djohan expressed faith in political parties as the "best vehicle, the natural vehicle" for dealing with the challenges.

"By definition, parties commingle interests. They find common ground. They express voices that may have no other outlet," she said.

"Parties are not simply the path to power, but the path to shared power, the practical objective of women everywhere."

Mrs. Djohan said the grant will help the women's caucus "involve the mothers and daughters and sisters of our nation" in politics.

Mrs. Albright, secretary of state under **President Clinton** and now NDI chairwoman, said Mrs. Djohan and her caucus are evidence that women are advancing in an emerging democracy.

"Indonesia is ... a society in the midst of a difficult but promising democratic transition," Mrs. Albright said. "Along the way, it has had to endure financial crises, terror attacks, civil strife and natural catastrophes."

She noted a "direct connection between the success of women in government and the quality of women's lives."

Mrs. Albright added: "Democracy is not possible unless women are treated as full citizens both under law and by practice."

Three good points

As she awarded the first grant, the former secretary of state made an observation.

"We are presenting the first Madeleine K. Albright Grant, which delights me for three reasons," she said. "First, my name is on the grant; second, it's somebody else's money; and third, it's not called the Madeleine K. Albright Memorial Grant."

• Call Embassy Row at 202/636-3297, fax 202/832-7278 or e-mail jmorrison@washingtontimes.com.

Source: <http://washingtontimes.com/world/20050504-093409-4325r.htm>

Gefarina Johan tastes bitter political pill

M. Taufiqurrahman, The Jakarta Post, Jakarta

On May 5, a newspaper in the United States, *The Washington Times*, printed a story about the failed political bid of a woman in Indonesia.

The woman, who had tirelessly campaigned in her electoral district, failed to win a seat in the House of Representatives (DPR) because her name was second on her party's list of candidates. The candidate who did get a seat was a male who had done little to win the hearts of voters.

The story carried a bitter irony as the woman, whose political career had been dashed, was the chair of a women's political movement that had campaigned successfully for a greater role for women in the country's political system.

But the Washington-based newspaper would not run a story just about this failure, and in fact devoted the space to highlight the woman's and her organization's campaign to help promote the interests of women through the political process.

The woman, Gefarina Johan, chair of the Women's Political Caucus of Indonesia (KPPI), was the subject of the story because she, on behalf of her organization, accepted the first Madeleine K. Albright grant from the National Democratic Institute for International Affairs (NDI), a Washington-based, non-governmental organization that promotes democracy.

The US\$25,000 grant, which was named for the former U.S. secretary of state in the Clinton administration, was the first to be given to a women's organization. It is part of the NDI's campaign to promote the equitable participation of women in politics and government, called the Win with Women Global Initiative.

"The grant has a great significance for the women's movement in Indonesia, because we can tell the world that there is a live and strong women's political movement that has managed to push the agenda of more participation for women in politics," Gefarina told *The Jakarta Post*.

Two years earlier, after establishing a coalition of participating members and like-minded NGOs, the KPPI successfully campaigned for the inclusion of an article in Law No. 12/2003 on general elections, urging political parties to fill out their lists of candidates with at least 30 percent women.

Although the 30 percent benchmark is not compulsory, Gefarina said the article was an indications that the women's political movement had started to gain ground in the country.

Gefarina, who has been active in the movement since its inception, said the article was an important milestone for the Indonesian women's movement, considering that Indonesian society and political parties in particular are very patriarchal.

"The cultural obstacles for women's participation is formidable. There is a long tradition in political parties of being unfriendly to women and I was the victim of such a situation. I was a deputy secretary-general of my party and yet I failed in my bid for office," she said. Gefarina is the deputy secretary-general of the National Awakening Party (PKB).

Gefarina gave another example in which a fellow activist saw her candidacy for a Cabinet post shelved by her party leader in favor of a male party executive.

"Simply because she is a woman," she said.

Many women in the country still do not understand or believe that they could be better off having more women represent them in the decision-making process.

"They do not seem to share my view that society in general would be better off if women were given a greater role in the decision-making process. In cases like the outbreak of polio, tuberculosis, malnutrition, which stem largely from poverty, women can do more because they have that kind of sensibility. They are the ones who watch their husbands die of tuberculosis or their children perish from malnutrition," she said.

To change politically incorrect views of women and to reach a wider audience with its awareness-raising campaign, Gefarina said the KPPI would use the grant to build a far-reaching network throughout the country. Currently, the KPPI has local affiliates in 22 provinces and expects that by the end of 2005 it will have affiliates in all of the country's 32 province.

The local affiliates, which are modeled on the structure of the central KPPI, consist of eight political parties that passed the electoral threshold and smaller political parties that have their own representatives in the respective provinces, as well as local women's NGOs.

She said that although members of the KPPI still maintained their loyalty to their political parties, all the members attempted to set aside short-term interests in favor of the women's cause in general.

"When it comes to fighting for women's interests we have spoken in unison," she said.

Gefarina is lucky to have the PKB as her political vehicle, which, unlike most political parties in the country, promotes the advancement of women in society.

"The PKB's standing order requires that all branches must have women who are involved in the party's day-to-day activities," she said.

Currently, the 42-year-old mother of one also holds a key position in the women's organization of Nahdlatul Ulama (NU), the country's largest Islamic organization.

The organization does not differentiate between men and women when it comes the betterment of *ummat* (general public).

"Back in the 1950s, the NU sent five representatives to the lower house, outdoing the Indonesian Communist Party (PKI), which only had four," she said.

However, against the conventional tradition that prevails in the NU, Gefarina received her political and leadership training from the Association of Islamic Students (HMI), an organization considered anathema to the NU's age-old tradition.

A graduate of Jamia Milia Islamia University in New Delhi, India, Gefarina now teaches political science at the Islamic State University in Jakarta.

At one time, Gefarina led the HMI's women corps, a position she despised as it eternally relegated women to the sidelines of organizational affairs. "Why does it have to be a separation between male and female members, to a point where there has to be an individual organization for women?" she asked.

She initiated a movement to campaign for women's equality in the organization, albeit with little success.

"Women deserve bigger roles -- other than those related to domestic matters such as cooking and producing schedules for the organization," she said.

Source:

<http://66.218.71.225/search/cache?ei=UTF-8&p=Gefarina+Johan+tastes+bitter+political+pill&aact=srp&u=www.thejakartapost.com/detailfeatures.asp%3Ffileid%3D20040524.P03%26irec%3D3&w=gefarina+johan+tastes+bitter+political+pill&d=522EAC28E9&icp=1&.intl=us>

Remarks at NDI's Win with Women Luncheon – 4 May, 2005

WE HAVE ASSEMBLED HERE TO RECOGNIZE GREAT STRIDES WOMEN HAVE MADE IN THE POLITICAL ARENA AND TO HONOR A UNIQUE ORGANIZATION THAT HAS MADE REMARKABLE CONTRIBUTIONS TO WOMEN'S POLITICAL EMPOWERMENT IN THE WORLD'S LARGEST MUSLIM COUNTRY AND THIRD LARGEST DEMOCRACY. THAT IS THE CELEBRATORY SIDE OF OUR GATHERING. BUT THERE IS A DIFFERENT SIDE AS WELL: THE HARD REALITY THAT THE STRUGGLE FOR BROADER INVOLVEMENT OF WOMEN IN POLITICS -- AT ALL LEVELS, AND EVERYWHERE -- GOES ON AGAINST TREMENDOUS ODDS. WE ARE ASSEMBLED HERE BECAUSE WE DESIRE CHANGE: A SEA CHANGE. AN ATTITUDINAL CHANGE. A GENERATIONAL CHANGE.

SINCE ITS INCEPTION OVER 20 YEARS AGO, NDI HAS WORKED WITH WOMEN IN OVER 100 COUNTRIES TO SERVE AS EFFECTIVE LEADERS AT ALL LEVELS OF GOVERNMENT, TO ADVOCATE ON PUBLIC POLICY ISSUES, TO PARTICIPATE IN ELECTIONS AS VOTERS, ELECTION MONITORS AND CANDIDTATES, AND TO HELP THEM GAIN LEADERSHIP POSITIONS IN THEIR POLITICAL PARTIES.

THIS EVENT IS PART OF A LARGER GLOBAL CAMPAIGN, THE WIN WITH WOMEN GLOBAL INITIATIVE, WHICH WAS LAUNCHED IN 2003 AND DESIGNED TO PROMOTE THE KIND OF POLITICAL PARTY REFORM THAT WILL PROVIDE REAL AVENUEES FOR WOMEN'S POLITICAL LEADERSHIP AND ELECTIVE OFFICE.

NDI IS NOT ALONE IN THIS MISSION. WE ARE PART OF A GLOBAL NETWORK THAT INCLUDES GOVERNMENTS, INTERGOVERNMENTAL ORGANIZATIONS AND OTHER NONGOVERNMENTAL GROUPS. AND WE HAVE BENEFITED FROM OUR COOPERATION WITH THEM: THE INTERNATIONAL REPUBLICAN INSTITUTE, UNIFEM, THE IPU, INTERNATIONAL IDEA, THE OAS, THE BRITISH COUNCIL, THE UNDP, THE COMMONWEALTH PARLIAMENTARY ASSOCIATION, WOMEN FOR WOMEN INTERNATIONAL, THE STATE UNIVERSITY OF NEW YORK/ALBANY, VITAL VOICES, WOMEN WAGING PEACE, THE COUNCIL OF WOMEN WORLD LEADERS, ABA/CEELI, THE LIBERAL INTERNATIONAL, WORLD LEARNING, THE WOMEN'S ENVIRONMENTAL AND DEVELOPMENT ORGANIZATION, AND THE COUNCIL OF EUROPE.

I WANT TO THANK OUR CHAIRMAN, MADELEINE ALBRIGHT AND BOARD MEMBER GERALDINE FERRARO FOR THEIR LEADERSHIP OF

THE WIN WITH WOMEN CAMPAIGN AS WELL AS THEIR LEADERSHIP AT NDI. I WANT TO RECOGNIZE NDI VICE PRESIDENT JEAN DUNN, WHO IN ADDITION TO HER DAY JOB OF RUNNING THE DAY-TO-DAY OPERATIONS OF NDI, HAS CONCEIVED, DESIGNED AND MANAGED THIS EFFORT. JEAN WAS ABLY ASSISTED BY KRISTIN HAFFERT, WHO COORDINATES OUR WOMEN'S PROGRAMS, AND MANY OTHER NDI STAFF MEMBERS. I WANTED TO ALSO RECOGNIZE THOSE SEATED IN THE BALCONY AND TO INFORM YOU THAT OXYGEN TANKS ARE STRATEGICALLY PLACED AT DESIGNATED STATIONS. WE TAKE NO RESPONSIBILITY FOR NOSE BLEEDS.

I WOULD LIKE TO EXPRESS OUR THANKS TO THE SUPPORTERS OF THIS EVENT WHO ARE LISTED IN YOUR PROGRAM AND ACKNOWLEDGE WITH GREAT APPRECIATION THOSE WHO HAVE SUPPORTED THE INSTITUTE'S WOMEN'S POLITICAL LEADERSHIP PROGRAMS WORLDWIDE -- THE NATIONAL ENDOWMENT FOR DEMOCRACY, USAID AND THE DEPARTMENT OF STATE. WE ARE DEEPLY GRATEFUL FOR THE SUPPORT WE HAVE RECEIVED FROM FOUR ADMINISTRATIONS, REPUBLICAN AND DEMOCRATIC ALIKE, AND FROM THE U.S. CONGRESS.

FINALLY, WE ARE MOST PROUD OF OUR PARTNERSHIP WITH TENS OF THOUSANDS OF WOMEN IN EVERY REGION OF THE WORLD WHO ARE,

OR SEEK TO BE, ENGAGED IN POLITICS BECAUSE OF THE THINGS THAT TOUCH THEIR LIVES, THAT INVADE THEIR HEARTS, THAT SEIZE THEIR MINDS.

YOU KNOW GERALDINE FERRARO AS A FORMER CONGRESSWOMAN, AMBASSADOR TO THE UN HUMAN RIGHTS COMMISSION AND A POLITICAL TRAILBLAZER WHOSE RUN FOR THE VICE PRESIDENCY OF THE UNITED STATES TRANSFORMED AMERICAN DEMOCRACY-- FOREVER AND FOR THE BETTER. WE AT NDI KNOW GERRY IN A MORE PERSONAL WAY – AS A 20-YEAR BOARD MEMBER OF OUR INSTITUTE, WHO HAS HELPED GUIDE OUR WORK YEAR IN AND YEAR OUT. IT GIVES ME GREAT PLEASURE TO INTRODUCE SOMEONE WHO IS VERY NEAR AND DEAR TO OUR HEARTS--GERALDINE FERRARO.

REMARKS BY CONGRESSWOMAN JANE HARMAN
NDI MADELEINE K. ALBRIGHT GRANT LUNCHEON
May 3, 2005

- I don't have a better friend on the planet than Gerry Ferraro. She is an amazing and talented woman. A trailblazer who has cemented her place in American history, and someone we need to keep around for a very long time. Thank you, Gerry.
- And thank you, Ken, for the invitation to speak at this inaugural Madeleine K. Albright Grant Luncheon. It's an honor to be here.
- I've been a strong supporter of NDI's Win with Women Initiative since the beginning, and spoke at the kick-off event here in Washington in 2003 with Secretary Albright – was that already two years ago, Madeleine? – and at the second event, in Boston, during the Democratic Convention.
- I don't need to explain to this group how great an American Madeleine is or her contributions to US foreign policy – or how important she and Gerry are as role models to women the world over.
- They're both at the top of all those lists.
- But many of you probably don't know that Madeleine and I have been friends for over 30 years – since we were both staffers on Capitol Hill.
- At the time, it seems like a thousand years ago, I was working for California Senator John Tunney and she worked for Maine Senator Edmund Muskie. We rode in the same carpool, if you can imagine that.
- We've put a lot of miles under our belts since those days.
- I can't think of a woman who better symbolizes the goals and spirit of the Win with Women Initiative or a more appropriate namesake for this important grant program.
- Congratulations, Madeleine, and congratulations to the first grant recipient: the Women's Political Caucus of Indonesia, or KPPI.
- Though other winners will follow, you have the distinction of being the first selected for this prestigious award.
- Women around the world are traditionally accepted in certain roles. In politics, here in the US and abroad, this acceptance has usually meant civic roles – the road of least resistance and least threatening.

- But for notable and obvious exceptions, women are largely unaccepted in positions of political leadership.
- While civic activism is critical, society for the most part continues to marginalize real political power for women.
- But genuine political power is inevitable, and it will come through activism, our ability to organize, to develop and deliver messages that resonate with women and men, and through participation in political parties.
- Everywhere I go – and as the Senior Democrat on the House Intelligence Committee I visit garden spots like Kabul, Islamabad, even Gadaffi’s tent in Cirt – I see evidence of progress.
- Women are capable of serving in any branch of government, and KPPI plays a leading role in Indonesia’s transition to democracy by teaching women from all walks of life that a career in public service is both worthy and achievable.
- I myself have been addicted to politics since I was a young girl, when I served as an usher at the 1960 Democratic Convention in Los Angeles.
- There, I heard John F. Kennedy speak as he accepted his party’s nomination for president. I met Eleanor Roosevelt. And I have never looked back.
- In America and elsewhere, women politicians are emerging as leaders on issues as diverse as foreign affairs, national security, transportation and the budget, rather than the social issues on which so many cut their policy teeth.
- We take a back seat to no one when it comes to our ability to understand and articulate complex policy matters.
- I have a unique perch as a woman in Congress, and I admit I love serving on the Intelligence and Homeland Security Committees.
- But serving in the House is about much more than just loving what I do. I believe in adding value, in seeking solutions and not just pointing fingers. And I bet every woman in this room feels the same way.
- My focus is on thwarting terrorism and protecting the United States – not simply by winning the war on terror, because that alone will not ensure victory, but by winning the battle for the hearts and minds of people around the world.
- So I, as one Member of Congress, live and breath national security issues. The committees I serve on require it, the district I represent expects it, and the times we live in demand it.

- But there are so many ways to serve, to support and perpetuate democracy worldwide. And NDI is helping women everywhere to achieve that goal.
- Thank you very much.

Pre-Lunch Address
National Democratic Institute for International Affairs
1st Annual Madeleine K. Albright Grant Award Luncheon
Washington, D.C.
May 4, 2005

Thank you Ken for that very kind introduction. I'm beginning to wonder why I hang around New York so much when I can hear such nice things said about me here in DC.

But it's not only because of your nice comments that I agreed to emcee this luncheon today. Everything and everyone involved in making this luncheon happen are on my list of favorites.

We are here to honor the KPPI, the Women's Political Caucus of Indonesia, and its pioneering endeavor to involve women across the political spectrum in the politics of Indonesia.

We are here to honor The Win With Women Global Initiative, which was founded on the belief that political parties provide the optimal path to power for women. So The Global Initiative helps women become full participants in the lives of their nations and helps women throughout the world share their skills and experience.

And we are here to honor a woman who, as much as anyone, has been an example and a driving force for the empowerment of women, Madeleine Albright. Madeleine chaired the inauguration of the Win with Women Initiative on International Human Rights Day, 2003, convening women political party leaders from 27 countries to pool their knowledge and their wisdom.

I was privileged to be there. Congresswoman Jane Harman and GEFARINA DJOHAN, both of whom you will hear from shortly, were also there as well as were many of you. It was a marvelous, unforgettable exchange. At its conclusion, women who had spent the two days prior crafting a Global Action Plan to make parties more representative and credible institutions – precisely through the inclusion of women, talked, ate and built democracy. So here we are once again to talk to eat, and to honor those efforts!

And it is absolutely wonderful to see how that effort has grown in a comparatively short period of time. The Win With Women Global Initiative now draws activists from 65 countries and is being tested in every part of the world. I have been struck by one thing in particular and that is how every aspect of the Initiative reinforces the others:

We have helped women convene across party lines, identifying issues of mutual concern that transcend their ideological differences.

We have helped women in politics to expand their numbers, recruiting activists and candidates who might otherwise stay on the sidelines.

We have taught the real world skills of operating within a party, establishing alliances and putting women forward to speak for themselves and their communities.

We have taught practical skills in organizing and electioneering, helping women navigate every step of the election process.

And in supporting all these things, we have encouraged women to step forward in their own arenas, driving forward that great wave of democracy that is still building in a thousand places:

Thus in Algeria, two of the Win with Women participants and women from six other political parties collaborated to create a petition to their government – one of the first times Algeria had witnessed this type of cross party cooperation.

In Colombia, women and men from the Liberal, Conservative and Democratic Pole Parties have embarked on internal party reform measures to ensure that women actually participate in party decisions.

A Win with Women Campaign Regional Campaign School was just completed for women from seven countries in the Middle East and included 14 Iraqis.

Win with Women has been the subject of meetings hosted by the UN, the Organization for American States, Liberal International, and the World Movement for Democracy.

And of course, we are honoring today the work of the KPPI, which has brought together women from every major political party in Indonesia and given a new dimension to democracy building in the world's most populous Muslim nation.

This is momentum. And there is more to come for even as current activities continue and expand, we look forward to the next phase of the Win with Women Global Initiative, a "knowledge network." That's UN language but it is also the language of modern commerce, an application of Knowledge Management for the empowerment of women worldwide.

The Initiative proposes something that is already common in industry - an interactive electronic space where people exchange best practices, talk across regions, share scarce skills, locate a world of relevant written materials, even hold virtual meetings and classes. We are doing this in partnership with UNIFEM and UNDP.

Our knowledge network will be exclusively devoted to women and politics. It will be accompanied by a joint website to create a one-stop shop for information and resources on women in politics. This is the state of the art, and we intend to use every technological advantage to help women take a leap forward.

NDI is addressing the heart of the problem with regard to women's leadership: power. We talk about increasing the numbers of women in office, which is critical, but even more, we need to ensure that the women

who are at the table have power. They are entitled, we are entitled, to guide the lives of our nations. However we can help each other, that is in our interest – and in the interest of each democracy – and in the interest of the cause of democracy.

The first annual Madeleine K. Albright Grant is one more part of the Win With Women Global Initiative. It is a \$25,000 grant to a multi-partisan organization that has galvanized support for women's political participation by addressing systemic barriers to women's public leadership. The grant is a particularly appropriate honor, for Chairman Albright has been a role model here and abroad, as a political activist and as a diplomat.

Her commitment to women's advancement in society will be a part of her legacy. In establishing this award and bestowing it today, we look forward to a series of such grants running far into the future, a future of equality, empowerment, and respect.

Now, before I get to do all the good things like introducing my two buddies Congresswoman Harmon and Secretary Albright, we'll break for the lunch we've been promising.

Thanks.

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REMARKS
GEFARINA DJOHAN, CHAIR, WOMEN'S POLITICAL CAUCUS OF INDONESIA
(KPPI)

Assalamu 'Alalikum Wa Rahmatullahi Wa Barakatuh. (May the peace, the mercy, and the blessings of Allah be upon you.)

On behalf of the KPPI, I am honored to accept the first Madeleine K. Albright Grant. NDI has been with us from the beginning, helping us create something new in the world: an organization that cuts across every party, every region, and every community, an organization to enhance the political participation of all women.

I would like to think that the KPPI model was destined for Indonesia – or that we were destined for it. As you know, my country is amazingly diverse, comprising seventeen thousand islands, multiple cultures, different schools within Islam, other religious communities, and strong political traditions in both the cities and countryside. We are the world's fifth most-populous country, the world's third largest democracy after India and the United States and we are the largest democracy in the Muslim world. The women of Indonesia reflect every facet of their society. They are part of every challenge and every change, especially the transition to democracy and to the rule of law.

I have always felt that political parties are the best vehicle, *the natural vehicle*, for dealing with these challenges and channeling the concerns of women. By definition, parties commingle interests. They find common ground. They express voices that may have no other outlet. They are the counterweight to opposing forces that threaten the cohesion of every nation – and every family. Parties are not simply the path to power, but the path to *shared* power, the practical objective of women everywhere.

I think that is why KPPI has continued to grow from one workshop sponsored by NDI in 2000, comprising 113 women, to over 50 branches and offices across Indonesia today. We speak to the diversity of our nation – *and* to the aspirations of its women and girls – *and* to the truth that inclusion is both fair and prudent, an investment in any nation's success.

KPPI brings together women from across the political spectrum, joined by a shared desire to cooperate on common concerns. Beginning in 2003, we advocated a change in the election law that ultimately recommended a target of 30 percent women candidates. While not all parties met this goal, far more women were nominated – 32 percent at the national level, more than 45,000 women at the regional level – and many were elected. It was a base, it was a start.

Indeed, the 2004 elections gave me some personal experience I would like to share. It shows how far we have come – and how far we have to go:

I have served the last five years as Deputy Secretary General of my party. I was number two on the party list for my electoral district. I visited the homes of 150,000 voters throughout the region, using the skills I had learned with NDI. But when the election results were certified, there were insufficient votes for a second delegate from my party's list. So, of course, my male colleague, who was number one on the party list, who never came to the district, got the seat. My campaigning and canvassing were not enough. Welcome to politics! But like many women who ran but did not win, I have redoubled my work in the party. I prefer not to think of this as losing, but as an investment in my political future. Inshallah I will stand for office again in 2009. Welcome to politics, indeed!

This award is a culmination of many years of work, yet in truth, it is just a beginning. NDI has helped our members recruit and train qualified women. It has helped teach practical skills in party politics and election campaigns. But there is so much more for us to do.

We are a young organization, and the women of Indonesia are still learning their way. The funds from this award will give us the wherewithal to involve the mothers and daughters and sisters of our nation. Together we

will build on the political investment of women in Indonesia. This grant will serve as your vote of encouragement. Inshallah we will fulfill the mandate you have given us – be certain of that.

In all these things, we believe KPPI will be a model for emerging democracies everywhere – and the women who participate in them and guide them. Thank you, Dr. Albright, and thank you, NDI.

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Strengthening Women Political Leaders in Southeast Asia

Study Mission Day

**June 22, 2005
Alila Hotel, Jakarta**

AGENDA

Wednesday – June 22, 2005: STUDY MISSION DAY

- 08:30 **Registration**
- 09:00 **KPPI Welcome & Presentation**
Venue: Alila Hotel, Avanti Room, 5th Floor.
- 10:00 Travel to Parties
- 10:30 **Group 1 – Visit PKS** (NDI Staff: Tini)
Address: Jl. Kwitang Raya No.14, Senen, Jakarta Pusat
Telp. 021 3906789 and Fax. 021 3906789 (next to Walisongo, bookstore)
Participants: *ARMM Philippines*.
- Group 2 – Visit Golkar** (NDI Staff: Merita)
Address: Jl. Anggrek Nelly Murni XI A, Slipi, Jakarta
Telp. 021 530 2222 and Fax. 021 530 3380
Participants: From *ARMM Philippines and Cambodia*.
- 12:00 Lunch Box
- 12:30 Travel to KPPI
- 13:00 **Debrief and Share Differences/Similarities of Party Visits**
Venue: KPPI's office
Address: Jl. SMU 14 Gg. SWADAYA II No.36 RT.005/04
Jaakarta Timur. Phone: 021-70947098.

- 14:00 **KPPI Presentation** continued on:
- Membership
 - Material Distribution on Structure
 - Decision and Process → Quotas
 - Importance of Parties as A Mechanism to Address Women's Leadership
- 16:00 Travel
- 16:30 Free Time
- 17:00 – 20:00 **Registration (Sign up for Workshop)**

GLOBAL ACTION PLAN SIGNING (ARMM)

Sunday, June 26, 2005
ALILA HOTEL, JAKARTA

NO	NAME	ORGANIZATION	SIGNATORY
1	Baicon B. Cayongcat	Liberal Party/Abanse Pinay	
2	Minombao Ramos- Mayo	Abanse Pinay	
3	Luzviminda Jumuad Tan	PDP LABAN	
4	Tahira Ismael Sansawi	Lakas CMD	
5	Jurma A. Tikmasan	Abanse Pinay Party-list	
6	Nida P. Dans	Akbayan Party- List	
7	Fatima P. Kanakan	Liberal Party	

8	LAILANIE (Lailainie) Musali Paglas	LAKAS-NUCD Party	
9	Nerrissa M Piamonte	Anak Mindanao Party	
10	Noraida S. Chio	Liberal Party /NDFCAI- WED	

11 Yasmin Busran-Lao ABANSE! Pinay/
COMMA Yhlao

WIN WITH WOMEN: *Strengthen Political Parties* **Global Action Plan**

Sebagai para pemimpin partai politik kami mempunyai komitmen untuk mengembangkan demokrasi yang hidup dan memperkuat partai-partai politik. Kami percaya bahwa keterlibatan penuh perempuan yang adalah sangat penting untuk mencapai tujuan-tujuan. Kami juga menegaskan perlunya partai-partai politik untuk lebih ikut terlibat, bersikap terbuka dan representative (dapat mewakili) dengan memperluas kesempatan politik dan meningkatkan peran wanita dalam kepemimpinan.

Partai kami, Partai Demokrat berkomitmen untuk meningkatkan kesempatan politik bagi perempuan sesuai dengan Undang-Undang Dasar Republik Indonesia. Kami ingin menegaskan secara umum bahwa kami akan menghapuskan pembatasan-pembatasan di partai kami dalam peningkatan partisipasi perempuan dalam politik dengan melakukan beberapa langkah, yaitu:

- Menghapuskan praktek (sosial/cultural, dll) yang menghambat partisipasi perempuan dalam politik, termasuk hambatan bagi perempuan dalam hak untuk dipilih dan untuk tampil sebagai kandidat.
- Menambah jumlah perempuan yang terpilih untuk jabatan-jabatan public di tingkat nasional, propinsi dan daerah di antara para kader kami.
- Memastikan sebagai partai politik bahwa perempuan dilibatkan dalam posisi kepemimpinan yang berarti dan jumlah yang berarti.
- Mendorong sebagai partai politik partisipasi perempuan yang lebih besar sebagai pengambil keputusan di tingkat pemerintahan.
- Membantu, mendukung, dan berpartisipasi dalam pembuatan perundangan yang mencerminkan kesetaraan penuh antara laki-laki dan perempuan.

Nama

DR. Hj. HAMIDAH HAMID HUDA

Jabatan

Ketua Pemberdayaan Perempuan

Partai

Demokrat

Tanggal

23 Juni 2005



WIN WITH WOMEN: *Strengthen Political Parties* **Global Action Plan**

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Partai kami, GOLKAR berkomitmen untuk meningkatkan kesempatan politik bagi perempuan sesuai dengan Undang-Undang Dasar Republik Indonesia. Kami ingin menegaskan secara umum bahwa kami akan menghapuskan pembatasan-pembatasan di partai kami dalam peningkatan partisipasi perempuan dalam politik dengan melakukan beberapa langkah, yaitu:

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- Menambah jumlah perempuan yang terpilih untuk jabatan-jabatan public di tingkat nasional, propinsi dan daerah di antara para kader kami.
- Memastikan sebagai partai politik bahwa perempuan dilibatkan dalam posisi kepemimpinan yang berarti dan jumlah yang berarti.
- Mendorong sebagai partai politik partisipasi perempuan yang lebih besar sebagai pengambil keputusan di tingkat pemerintahan.
- Membantu, mendukung, dan berpartisipasi dalam pembuatan perundangan yang mencerminkan kesetaraan penuh antara laki-laki dan perempuan.

Nama

Dr. Hj. LILLA-NUCHRAWATI, MM.

Jabatan


Dept. Senbudpar & Pemberdayaan Perempuan DPP Golkar

Partai

Golongan Karya

Tanggal

23 Juni 2005



GLOBAL ACTION PLAN SIGNING (INDONESIA)

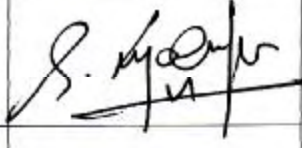
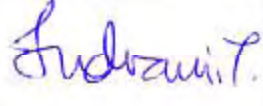
Sunday, June 26, 2005
ALILA HOTEL, JAKARTA

NO	NAME	ORGANIZATION	SIGNATORY
1	Yanny Maryana	Golkar	
2	Eva. Howan Tarigan	Golkar	
3	Eva K. Sundari	PDI-P	
4	Emmy St Margaretha	PDI-P	
5	Siti Soraya Devi Zein	PKB	
6	Diny Suhardiany	PKB	
7	Nazmiah Sayuti	PAN	

8	Nur Kholisah ⁹	PPP	
9	Dra. Hamidah Hamid	PD	
10	Dra. Hj. Gefarina Djohan MA	PKB	
11	Zunatul Mafruchah	PKB	
12	Lilia sari	PKS	

**GLOBAL ACTION PLAN SIGNING
(MALAYSIA)
Sunday, June 26, 2005
ALILA HOTEL, JAKARTA**

NO	NAME	ORGANIZATION	SIGNATORY
1	Lateefa Beebi Koya	Keadilan	
2	Carmen Leong Ooi Kuan	DAP	
3	Siti Mariah Mahmud	PAS	
4	Musa Puan Hajjah Zuraina	UMNO	
5	Ismalina Btd Ismail Puan	UMNO	
6	Ong Kin Suan	Gerakan	
7	SAKTHI MOHAN DAS Mohanda Shaktin	MIC	

8	Mgovindasamy Logachitra	MIC	
9	Hoi Aoi Ling	MCA	
10	T. Indrani	FOMCA / ERA CONSUMER	

WIN WITH WOMEN: *Strengthen Political Parties* **Global Action Plan**

Sebagai para pemimpin partai politik kami mempunyai komitmen untuk mengembangkan demokrasi yang hidup dan memperkuat partai-partai politik. Kami percaya bahwa keterlibatan penuh perempuan yang adalah sangat penting untuk mencapai tujuan-tujuan. Kami juga menegaskan perlunya partai-partai politik untuk lebih ikut terlibat, bersikap terbuka dan representative (dapat mewakili) dengan memperluas kesempatan politik dan meningkatkan peran wanita dalam kepemimpinan.

Partai kami, PAN berkomitmen untuk meningkatkan kesempatan politik bagi perempuan sesuai dengan Undang-Undang Dasar Republik Indonesia. Kami ingin menegaskan secara umum bahwa kami akan menghapuskan pembatasan-pembatasan di partai kami dalam peningkatan partisipasi perempuan dalam politik dengan melakukan beberapa langkah, yaitu:

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- Menambah jumlah perempuan yang terpilih untuk jabatan-jabatan public di tingkat nasional, provinsi dan daerah di antara para kader kami.
- Memastikan sebagai partai politik bahwa perempuan dilibatkan dalam posisi kepemimpinan yang berarti dan jumlah yang berarti.
- Mendorong sebagai partai politik partisipasi perempuan yang lebih besar sebagai pengambil keputusan di tingkat pemerintahan.
- Membantu, mendukung, dan berpartisipasi dalam pembuatan perundangan yang mencerminkan kesetaraan penuh antara laki-laki dan perempuan.

Nama

NURDIATI AKMA .

Jabatan

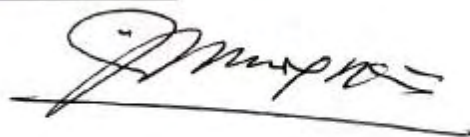
KETUA .

Partai

PARTAI AMANAT NASIONAL

Tanggal

22 . 06 . 2005



WIN WITH WOMEN: *Strengthen Political Parties* **Global Action Plan**



Sebagai para pemimpin partai politik kami mempunyai komitmen untuk mengembangkan demokrasi yang hidup dan memperkuat partai-partai politik. Kami percaya bahwa keterlibatan penuh perempuan yang adalah sangat penting untuk mencapai tujuan-tujuan. Kami juga menegaskan perlunya partai-partai politik untuk lebih ikut terlibat, bersikap terbuka dan representative (dapat mewakili) dengan memperluas kesempatan politik dan meningkatkan peran wanita dalam kepemimpinan.

Partai kami, PDI - P berkomitmen untuk meningkatkan kesempatan politik bagi perempuan sesuai dengan Undang-Undang Dasar Republik Indonesia. Kami ingin menegaskan secara umum bahwa kami akan menghapuskan pembatasan-pembatasan di partai kami dalam peningkatan partisipasi perempuan dalam politik dengan melakukan beberapa langkah, yaitu:

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- Mendorong sebagai partai politik partisipasi perempuan yang lebih besar sebagai pengambil keputusan di tingkat pemerintahan.
- Membantu, mendukung, dan berpartisipasi dalam pembuatan perundangan yang mencerminkan kesetaraan penuh antara laki-laki dan perempuan.

Nama

Awi Mia Latifa.

Jabatan

Sekretaris Badan Hukum dan Advokasi PDIP

Partai

PDIP -

Tanggal

23 Juni 2005



WIN WITH WOMEN: *Strengthen Political Parties* **Global Action Plan**

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Partai kami, PPP berkomitmen untuk meningkatkan kesempatan politik bagi perempuan sesuai dengan Undang-Undang Dasar Republik Indonesia. Kami ingin menegaskan secara umum bahwa kami akan menghapuskan pembatasan-pembatasan di partai kami dalam peningkatan partisipasi perempuan dalam politik dengan melakukan beberapa langkah, yaitu:

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Nama

M. SYUKUR SABANG

Jabatan

Sekretaris PHP DPP Partai Persatuan Pembangunan

Partai

Partai Persatuan Pembangunan

Tanggal

23 Juni 2005



Press Release

IMBALAN MATERI MASIH MERUPAKAN FAKTOR PENTING, TAPI KOMUNIKASI LANGSUNG DENGAN PEMILIH JAUH LEBIH PENTING 20 Juni 2005

Samarinda – Berdasarkan hasil Survei Perilaku Pemilih (SPP) yang dilakukan Pokja 30 bekerja sama dengan *National Democratic Institute for International Affairs* (NDI) pada Hari Pilkada, 1 Juni di Kabupaten Kutai Kartanegara, Propinsi Kalimantan Timur, dukungan seperlima pemilih dapat diraih dengan memberi imbalan materi atau uang/ sembako. Meskipun demikian, dua kali lipat dari jumlah pemilih tersebut (hampir sepertiga pemilih) merasa bahwa komunikasi baik secara langsung maupun tidak langsung dengan calon merupakan faktor yang jauh lebih penting.

Data dari SPP menunjukkan bahwa 26,94% responden beranggapan bahwa komunikasi langsung yang selama ini dilakukan oleh tim sukses pasangan calon merupakan metode yang paling mempengaruhi pilihannya. Sedangkan, 15,12% responden mengatakan bahwa keberadaan komunikasi tidak langsung seperti brosur, poster, atau spanduk terkait dengan pasangan calonlah yang telah mempengaruhi mereka. Jika kedua angka ini dijumlahkan, maka hasilnya masih jauh lebih tinggi dibandingkan 18,42% responden yang beranggapan bahwa imbalan atau keuangan materi mempengaruhi pilihan mereka.

Hal ini sangat menarik mengingat argumen yang berkembang berdasarkan pengamatan terhadap Pemilu Presiden Langsung 2004 adalah kampanye melalui media elektronik merupakan sarana yang paling persuasif (mempengaruhi). Tapi Pilkada Kutai Kartanegara menunjukkan bahwa komunikasi dengan pemilih merupakan faktor yang sangat penting.

Dari responden yang terpengaruh oleh komunikasi melalui tim sukses pasangan calon, 60,20% diantaranya memilih Syaukani – Syamsuri, 34,95% diantaranya memilih Sofyan – Irkham dan 4,85% memilih Tajuddin - Djabar. Sementara dari responden yang mengatakan bahwa dirinya terpengaruh oleh imbalan materi yang diperoleh, 67,16% diantaranya memilih Syaukani – Syamsuri, 24,25% diantaranya memilih Sofyan – Irkham, dan 8,58% memilih Tajuddin – Djabar.

Survei ini dilakukan dengan mewawancarai 1.720 responden. Sampel yang digunakan adalah sampel Perhitungan Cepat (*Quick Count*) dari 191 TPS dipilih secara acak menurut metodologi statistik yang sudah diterima secara internasional. Ambang Kesalahan (*margin of error*) pada Perhitungan Cepat ini adalah $\pm 2\%$, dan tingkat keyakinan sampel adalah 95%.

Tanggal 15 Juni lalu, KPU telah mengumumkan hasil penghitungan resmi dari Pilkada Kutai Kartanegara. “Untuk Pilkada Bupati Kutai Kartanegara, hasil penghitungan manual KPU ternyata tidak jauh berbeda dengan hasil proyeksi Quick Count. Berarti meskipun terjadi penyimpangan, namun dilihat dari angka statistik penyimpangan-penyimpangan itu tidak mempengaruhi secara signifikan keseluruhan perolehan suara”, ujar Kahar Al Bahri,

Koordinator Pokja 30. "Namun meskipun demikian, setiap penyimpangan yang ada tetap harus diproses melalui jalur hukum", lanjutnya. Baik Pokja 30 merasa bahwa setiap pengaduan terhadap penyimpangan dalam proses pilkada harus ditanggapi secara serius.

Quick Count adalah salah satu cara yang digunakan pemantau pilkada independen untuk memeriksa proses penghitungan suara secara keseluruhan dan mengidentifikasi penyimpangan yang dapat mempengaruhi hasil pemilu melalui sampel statistik. Tujuan utama dari Quick Count adalah memberi verifikasi terhadap proses penghitungan suara resmi KPU. Ada 191 TPS yang dipantau dipilih menggunakan sampel statistik dari seluruh kecamatan di Kabupaten Kutai Kartanegara. Jumlah pemilih yang terdaftar dari sampel adalah 49.820 pemilih. Pemantau Pokja 30 langsung mencatat penghitungan resmi di TPS tersebut, sekaligus melakukan pengamatan langsung terhadap proses jalannya pencoblosan pada hari penghitungan suara.

Cabup-Cawabup	Penghitungan manual KPU 15 Juni 2005	Quick Count 1 Juni pk. 21.00	Perbedaan
Aji Sofyan Alex – H. Muhamamd Irkham	33,85%	33.14%	0,71%
Tajuddin Noor – Abd. Djabar Bukran	5,30%	5.94%	-0,64%
Syaukani HR – Syamsuri Aspar	60,85%	60.92%	-0,07%

Pokja 30 (Forum Himpunan Kelompok Kerja 30) adalah organisasi non-pemerintah, nirlaba dan independen yang didirikan pada tahun 1999, bergerak pada sektor kebijakan publik. Sejak berdirinya Pokja 30 telah melakukan berbagai aktivitas terkait kebijakan publik diantaranya melakukan penelitian tentang kualitas pelayanan PDAM di Samarinda dan Tenggarong. Selain itu, Pokja 30 pernah melakukan analisis anggaran daerah Kota Samarinda dan anggaran daerah propinsi Kaltim. Pokja 30 juga telah melakukan survey perilaku pemilih pada pemilu legislatif 2004 dengan metode *Exit Polls*, survei persepsi dan preferensi pemilih terhadap program dan platform pada pemilu presiden dan wakil presiden pada putaran ke-2 di Kota Samarinda.



National Democratic Institute for International Affairs (NDI) adalah lembaga independen, non-partisan, dan nirlaba, yang berkantor pusat di Washington, DC yang telah bekerja selama lebih dari dua puluh tahun untuk memperkuat dan memajukan demokrasi di dunia. Bekerjasama dengan lembaga setempat, NDI telah melakukan Quick Count di lebih 25 negara termasuk di Indonesia pada Pemilu Nasional 2004.

Untuk informasi lebih lanjut silahkan menghubungi:

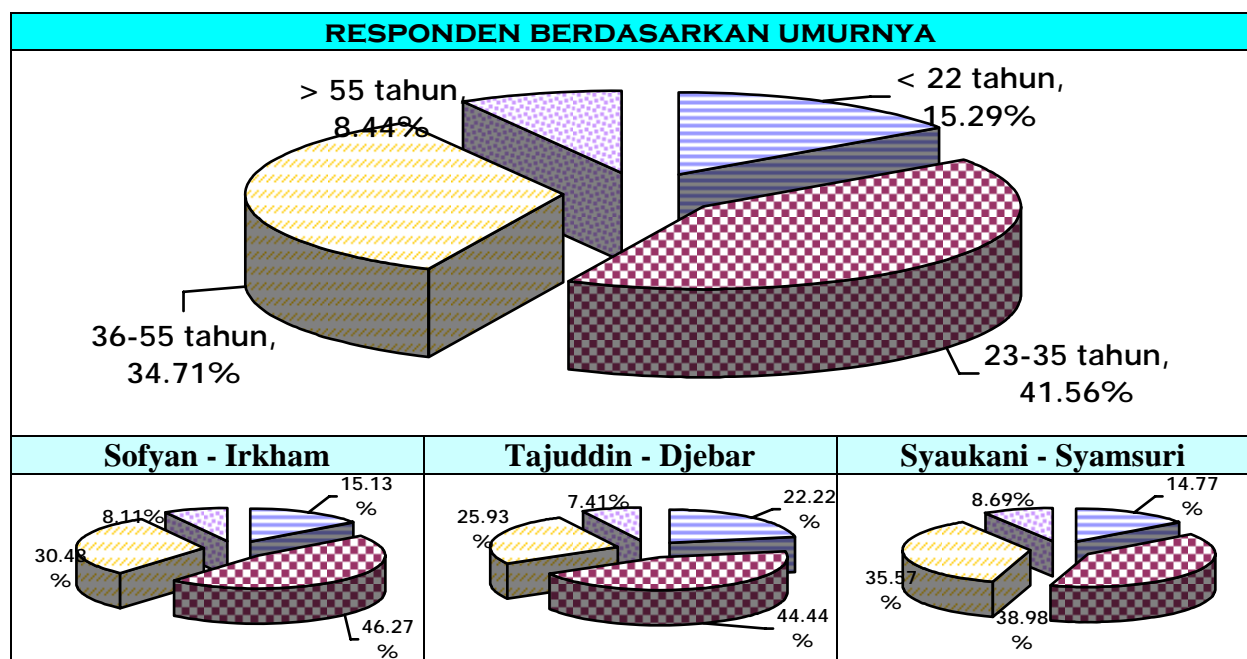
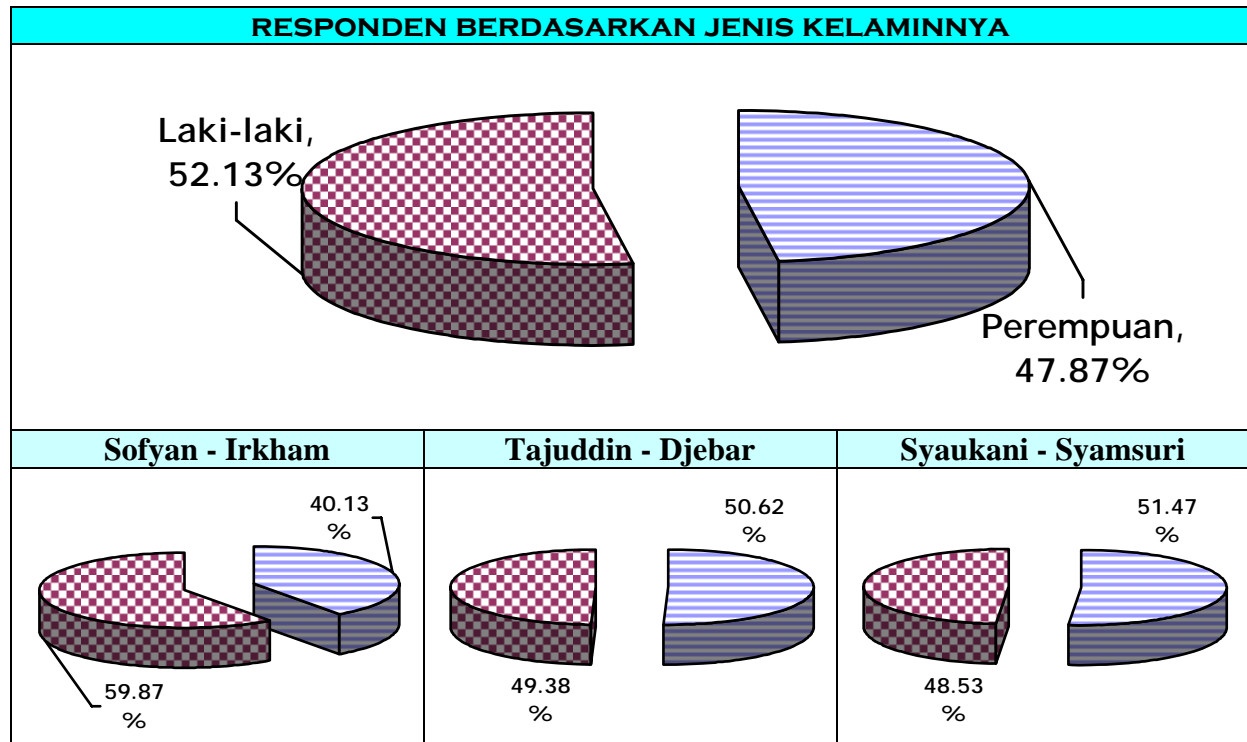
Kahar Al Bahri (0816-4573618, 0541-741052)

Pokja 30

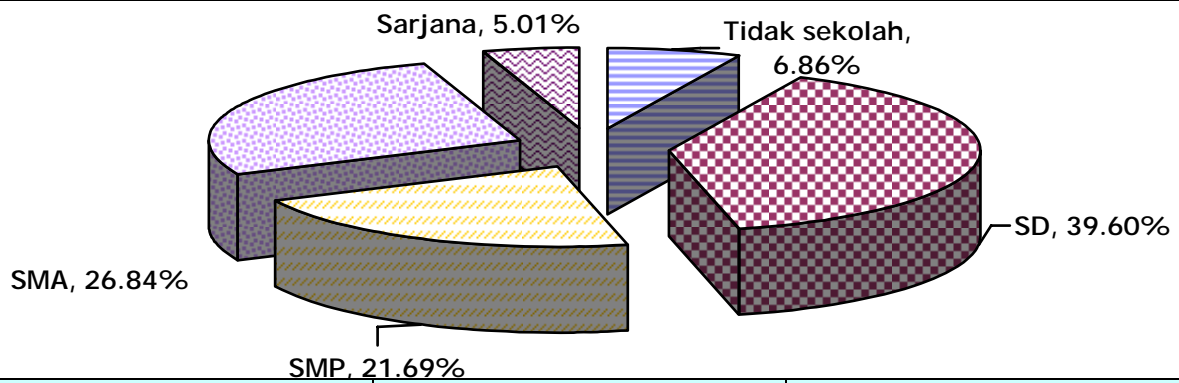
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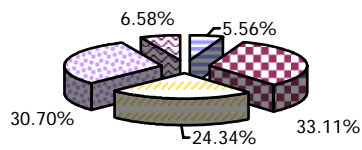
Data-data Lain yang Diperoleh dari Survei Perilaku Pemilih



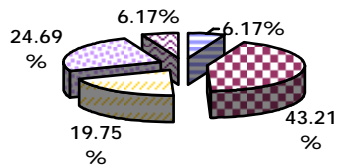
RESPONDEN BERDASARKAN TINGKAT PENDIDIKANNYA



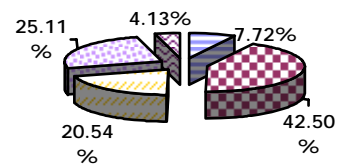
Sofyan - Irkham



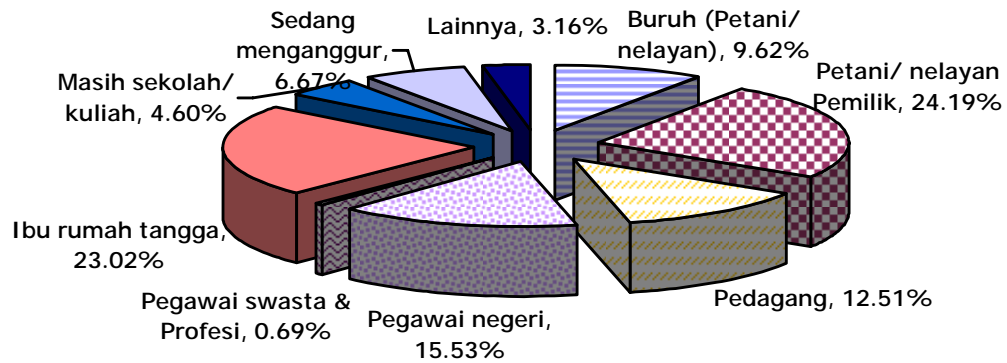
Tajuddin - Djebar



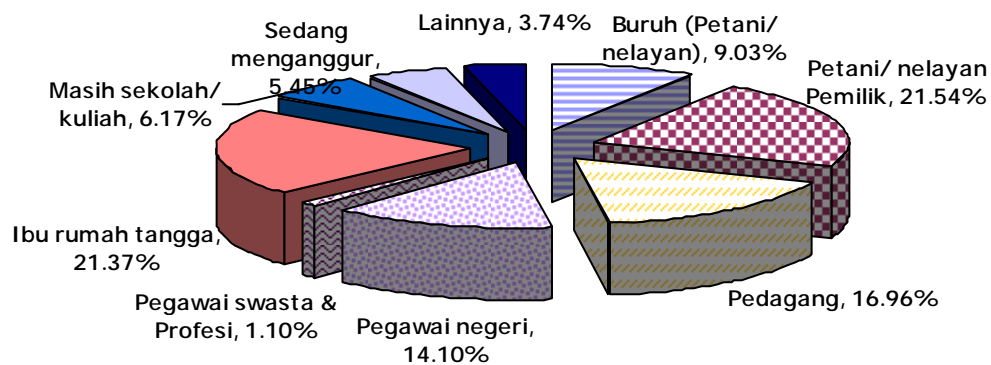
Syaukani - Syamsuri

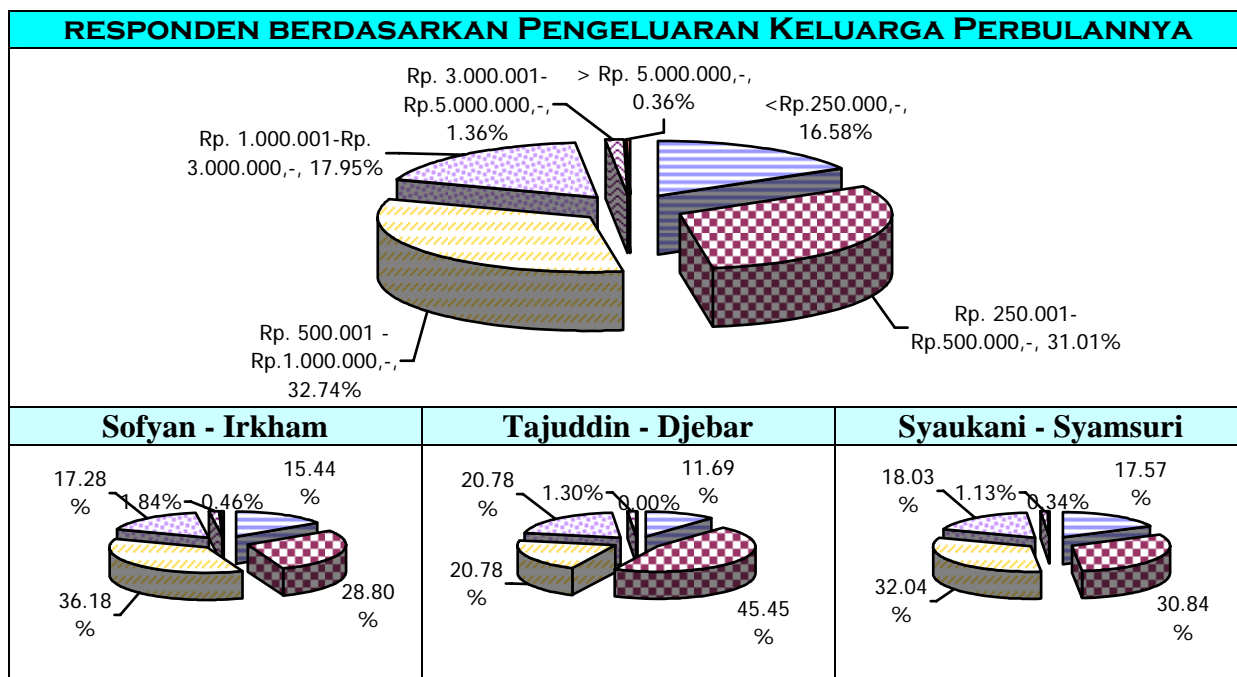
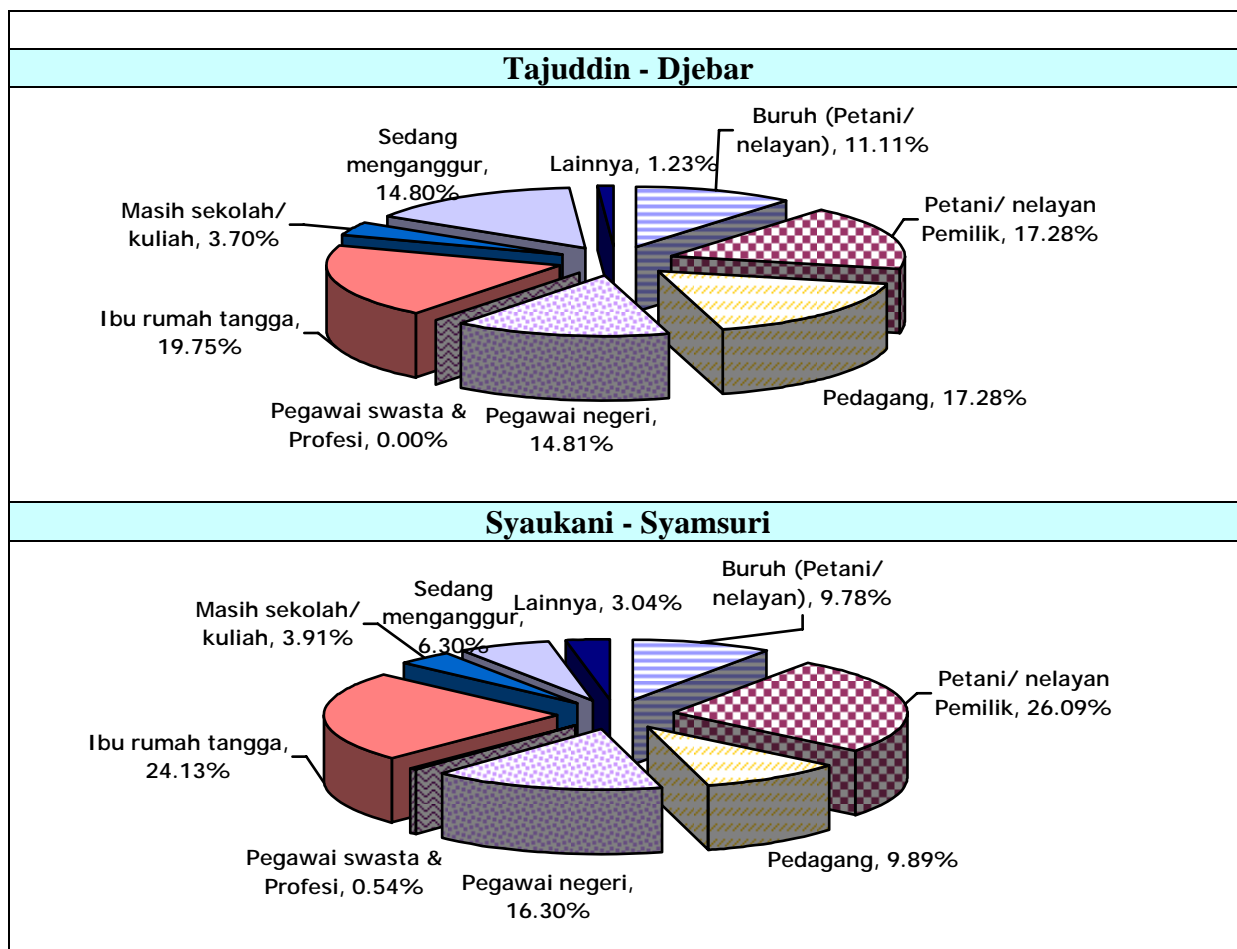


RESPONDEN BERDASARKAN PEKERJAANNYA



Sofyan - Irkham





Press Release

MORE INDEPENDENT VOTERS and READY TO ACCEPT DIRECT LOCAL ELECTION RESULT 3 June 2005

Independence from political party affiliation and ethnic background characterized voting behavior in the first direct local election in Indonesia, according to a survey of voters' attitudes conducted on Election Day by an independent advocacy group in Kutai Kartanegara, East Kalimantan. The survey was carried out by Pokja 30 in cooperation with the National Democratic Institute for International Affairs (NDI). Another key finding of the survey is that the supporters of all of the candidates were ready to accept the victory of whichever candidate received the most votes which Pokja 30 considers important progress for democracy in Indonesia and for Kutai Kartanegara.

A full one-third of respondents who said they voted for GOLKAR, PKS and PAN in last year's election disregarded their political party's nomination and voted for a candidate nominated by another party. Only 68,81% of GOLKAR's supporters chose the GOLKAR candidate, Syaukani, while 64,06% PKS supporters and 66,67% of PAN supporters voted candidate Aji Sofyan Alex.

Voting behavior in the first direct local election in Indonesia followed the trend established in last year's legislative and presidential elections. Increasingly independent, voters were not interested in being told how to vote by their political party though party affiliation remained an important factor in their choice.

Even though PDI-P and PKB did not nominate particular candidates, their supporters distributed their votes in a similar pattern to the overall proportion of the Quick Count result projection. For instance, 36,18% of PDIP supporters voted for Sofyan Alex, 5,28% voted for Tajuddin Noor, and 50% voted for Syaukani while PKB supporters gave Sofyan Alex 37,93%, Tajuddin Noor 3,45% and Syaukani 55,17%.

Interestingly, votes for Sofyan Alex came largely from Golkar supporters (29,91%) and PDIP (19,43%) while from the parties that nominated this candidate, PKS contributed 8,95% and PAN 9,17%. In addition, Demokrat Party also contributes 7,42% from the vote composition.

87,86% of the defeated candidates' supporters said they could trust the elected Bupati in this local election. This is a very positive behaviour and reflective of a maturing democracy.

To note the 33% votes gained by Sofyan Alex is a big success for the challenger, because, in the 2004 legislative election in Kutai Kartanegara, PAN received only 4,89% and PKS received only 4,71%.

From the ethnicity factor, each candidate received support from all ethnic groups and no single ethnic group dominated. For instance, Aji Sofyan Alex supporters are consisted of 26,42% Kutai, 2,84% Dayak, 17,47% Bugis Makassar, 32,53% Java, 12,45% Banjar and other ethnic groups below 2%. Syaukani supporters are consisted of 25,49% Kutai, 7,41% Dayak, 16,01% Bugis Makassar, 30,07% Java, 13,62% Banjar with other ethnic groups below 2%.

Meanwhile voter distribution based on ethnicity, have a similar pattern to the overall proportion of the Quick Count result projection. For instance, 26,13% Kutai voters voted for Sofyan Alex, 4,75% voted for Tajuddin Noor, and 50,54% voted for Syaukani. It was a similar story with Bugis/Makassar voters who chose Sofyan Alex 26,85%, 6,71% chose Tajuddin Noor, and 49,33% chose Syaukani. Javanese voters 28,54% voted for Sofyan Alex, 4,21% voted for Tajuddin Noor and 52,87% voted for Syaukani. The ethnic group that has different pattern is Dayak ethnic group that 14,61% voted for Aji Sofyan Alex, 1,12% voted for Tajuddin Noor and 76,40% voted for Syaukani.

Thus, ethnicity is not the main factor in electing a candidate except perhaps for Dayak people, more than $\frac{3}{4}$ of whom voted for Syaukani.

These are some of the findings of a Voter Attitude Survey (VAS) conducted on Election Day at Kutai Kartanegara by Pokja 30 in cooperation with National Democratic Institute for International Affairs (NDI). The data from this survey was collected from samples of 1720 respondents interviewed throughout Kutai Kartanegara. This sample is based on the Quick Count sample of 191 polling stations selected randomly according an internationally-accepted standard. The margin of error for the Quick Count $\pm 2\%$, with sample confidence level at 95%.

Pokja 30 (Forum Himpunan Kelompok Kerja 30) is a non-governmental, non-profit and independent organization founded in 1999 to work on public policy issues. Since its foundation, *Pokja 30* has conducted many activities related to public policy including research on the quality of Water Services in Samarinda and Tenggarong Cities. *Pokja 30* has also conducted analyses of the City of Samarinda and East Kalimantan Province budgets. *Pokja 30* also conducted a voter behaviour survey during the Indonesian legislative elections in 2004 using an Exit Poll method, and a survey on voter perception and preference regarding the political platforms of the presidential candidates in Samarinda.



The National Democratic Institute for International Affairs (NDI) is an independent, non-partisan, non-profit organization based in Washington, DC that has been working for more than twenty years to strengthen and expand democracy worldwide. Working with local partners, NDI has conducted Quick Counts in more than two dozen countries including in Indonesia's National Elections in 2004.

For Further information please contact:

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Table 1: Preference of Political Party in 2004 to pairs of Bupati Candidates

Party April 2004	Sofyan Alex – HM Irkham	Tajuddin Noor –A. Djabar	Syaukani - Syamsuri	Abstain	Not Respond	Total
<i>Golkar</i>	16.00%	2.45%	68.81%	0.47%	12.27%	100.00%
<i>PDIP</i>	36.18%	5.28%	50.00%	0.00%	8.54%	100.00%
<i>PKB</i>	37.93%	3.45%	55.17%	0.00%	3.45%	100.00%
<i>PPP</i>	35.19%	14.81%	27.78%	0.00%	22.22%	100.00%
<i>Partai Demokrat</i>	35.05%	4.12%	39.18%	1.03%	20.62%	100.00%
<i>PKS</i>	64.06%	3.13%	26.56%	0.00%	6.25%	100.00%
<i>PAN</i>	66.67%	3.17%	12.70%	0.00%	17.46%	100.00%
<i>PBB</i>	9.09%	9.09%	45.45%	0.00%	36.36%	100.00%
<i>PDS</i>	71.43%	14.29%	14.29%	0.00%	0.00%	100.00%
<i>PBR</i>	33.33%	0.00%	33.33%	0.00%	33.33%	100.00%
<i>Others</i>	46.15%	10.77%	33.85%	0.00%	9.23%	100.00%
<i>Not Voted</i>	27.27%	6.82%	52.27%	0.00%	13.64%	100.00%
<i>Abstain</i>	30.12%	14.46%	42.17%	0.00%	13.25%	100.00%
<i>Not Respond</i>	10.75%	6.45%	24.73%	0.00%	58.06%	100.00%

Table 2: Voters Preference to elect Pairs of Bupati Candidates

Consideration to vote candidates	Sofyan Alex – HM Irkham	Tajuddin Noor –A. Djabar	Syaukani - Syamsuri	Abstain	Not Respond	Total
Read/ know their programs	29.30%	2.55%	55.73%	0.00%	12.42%	100%
Honesty	38.66%	7.56%	37.82%	0.00%	15.97%	100%
Capability	17.34%	4.43%	59.78%	0.00%	18.45%	100%
Charisma	17.39%	3.48%	62.61%	0.00%	16.52%	100%
Pragmatic	33.33%	16.67%	50.00%	0.00%	0.00%	100%
Faith	60.00%	0.00%	30.00%	0.00%	10.00%	100%
Public speaking skill	58.33%	4.17%	37.50%	0.00%	0.00%	100%
Affiliation with a political party	22.22%	16.67%	50.00%	0.00%	11.11%	100%
Experience	7.00%	1.56%	80.93%	0.00%	10.51%	100%
Family Choice	29.41%	3.92%	58.82%	0.00%	7.84%	100%
Dislike the other candidate	48.28%	3.45%	24.14%	0.00%	24.14%	100%
Money politics	0.00%	0.00%	100.00%	0.00%	0.00%	100%
Others	41.61%	6.99%	40.56%	0.35%	10.49%	100%
Not Respond	15.66%	7.23%	28.92%	1.20%	46.99%	100%

Table 3 : Supporters based on Ethnicity

<i>Ethnicity</i>	<i>Sofyan Alex – HM Irkham</i>	<i>Tajuddin Noor –A. Djabar</i>	<i>Syaukani - Syamsuri</i>	<i>Abstain</i>	<i>Not Respond</i>
Kutai	26.42%	27.16%	25.49%	20.00%	33.07%
Dayak	2.84%	1.23%	7.41%	0.00%	2.72%
Bugis/ Makassar	17.47%	24.69%	16.01%	40.00%	19.07%
Manado	0.44%	0.00%	0.33%	0.00%	0.39%
Aceh	0.44%	0.00%	0.00%	0.00%	0.00%
Batak	0.22%	1.23%	0.33%	0.00%	0.39%
Minang	0.22%	0.00%	0.22%	0.00%	0.00%
Melayu	0.22%	2.47%	0.33%	0.00%	0.39%
Madura	0.44%	1.23%	1.09%	0.00%	1.17%
Bali	0.00%	0.00%	0.33%	0.00%	0.39%
Jawa	32.53%	27.16%	30.07%	0.00%	29.18%
Sasak	0.66%	0.00%	0.33%	0.00%	1.17%
Timor	0.66%	1.23%	0.65%	0.00%	0.39%
Ambon	0.00%	0.00%	0.00%	0.00%	0.39%
Papua	0.00%	0.00%	0.11%	0.00%	0.00%
Toraja	0.66%	2.47%	1.53%	0.00%	1.17%
Banjar	12.45%	8.64%	13.62%	40.00%	8.56%
Tionghoa	0.00%	1.23%	0.00%	0.00%	0.00%
Lainnya	4.37%	1.23%	2.18%	0.00%	1.56%
Total	100%	100%	100%	100%	100%

Table 4 : Ethnic group support to Pairs of Bupati candidates

<i>Ethnicity</i>	<i>Sofyan Alex – HM Irkham</i>	<i>Tajuddin Noor –A. Djabar</i>	<i>Syaukani - Syamsuri</i>	<i>Abstain</i>	<i>Not Respond</i>	<i>Total</i>
Kutai	26.13%	4.75%	50.54%	0.22%	18.36%	100%
Dayak	14.61%	1.12%	76.4%	0%	7.87%	100%
Bugis/ Makassar	26.85%	6.71%	49.33%	0.67%	16.44%	100%
Manado	33.33%	0%	50%	0%	16.67%	100%
Aceh	100%	0%	0%	0%	0%	100%
Batak	16.67%	16.67%	50%	0%	16.67%	100%
Minang	33.33%	0%	66.67%	0%	0%	100%
Melayu	14.29%	28.57%	42.86%	0%	14.29%	100%
Madura	12.50%	6.25%	62.5%	0%	18.75%	100%
Bali	0%	0%	75%	0%	25%	100%
Jawa	28.54%	4.21%	52.87%	0%	14.37%	100%
Sasak	33.33%	0%	33.33%	0%	33.33%	100%
Timor	27.27%	9.09%	54.55%	0%	9.09%	100%
Ambon	0%	0%	0%	0%	100%	100%
Papua	0%	0%	100%	0%	0%	100%
Toraja	13.64%	9.09%	63.64%	0%	13.64%	100%
Banjar	26.76%	3.29%	58.69%	0.94%	10.33%	100%
Tionghoa	0%	100%	0%	0%	0%	100%
Others	44.44%	2.22%	44.44%	0%	8.89%	100%